26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JANUARY 21, 1957 35¢ PER COPY

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I wish deciding what to order could be as simple as time-buying where there's a Storz Station

MINNEAPOLIS-ST. PAUL . . . with WDGY.
It's very nearly unanimous. Hooper, Nielsen, Pulse *and* a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with KOWH.
Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

KANSAS CITY . . . with WHB.
First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIX.
Still rocketing still in first place with increasing margins all the time, per latest Hooper. And wait 'till you see that newest Pulse. Ask Adam Young Inc., or WTIX GM FRED BERTHELSON.

MIAMI . . . with WQAM.
It's happened! With "Storz Station" programming, WQAM has leaped to first in the morning (26.6% average share . . .) first in the afternoon (32.6%) . . . and all day on latest Hooper! Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

WIN A TRIP TO PARIS

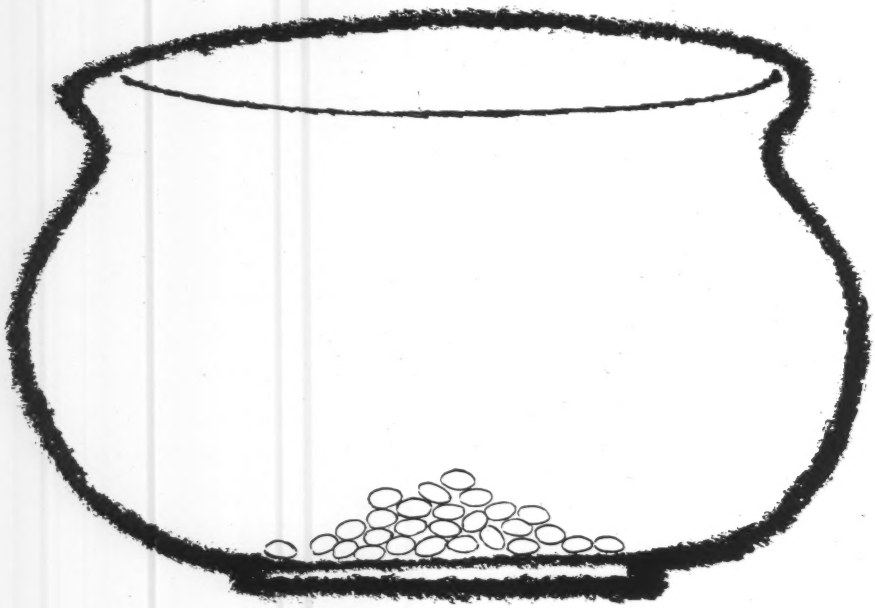
INDIANA

Count the beans in the bowl

and send your guess to

KVTV

CHANNEL 9, SIOUX CITY, IOWA



You may enter as many times as you wish, but really, don't expect to win.
This isn't much of a contest.

THERE'S <u>ABSOLUTELY</u> NO CONTEST IN SIOUX CITY TELEVISION.

KVTV

Channel 9

ABC CBS

SIOUX CITY, IOWA

Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

TERRE HAUTE

IS INDIANA'S 2ND LARGEST TV MARKET!

251,970

TV HOMES
IN THE
WTHI-TV
VIEWING AREA

NCS NO. 2 STUDY

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

10 CBS
WTHI - TV

and RADIO, too!

T.M.–CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

New home for one of America's pioneer TV stations

AMERICA'S 10TH TV MARKET

316,000 WATTS

917,320 TV SETS

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Los Angeles • Chicago • San Francisco

closed circuit

PARAMOUNT RELEASE • Paramount Pictures Corp. has completed analysis of its library of 900 pre-1948 feature films and shortly will determine whether it will make it unanimous among major producers by selling to tv. It isn't certain that all of films legally can be made available or whether Paramount itself will distribute them or sell entire package to one of number of interested groups. Mentioned is $50 million figure for package but no one yet has come forward with firm offer.

B•T

IT WAS ascertained that among half-dozen groups which have evinced interest in Paramount package, if made available, are CBS, ABC, Storer Broadcasting Co., Eliot Hyman (Associated Artists Productions), Ely A. Landau (National Telefilm Assocs.) and syndicate of real estate operators in New York with no other connection in either broadcast or film field.

B•T

WHERE THERE'S SMOKE • Concern over NBC Radio's new hourly newscasts, sponsored by Brown & Williamson and Bristol-Myers [B•T, Dec. 10, *et seq*], waxed even warmer last week as series got under way. For one thing, stations and representatives alike got hot under collar—again—as B&W cancelled spot schedule for Viceroy cigarettes on some 50 stations, effective Feb. 1, to help pay for network buy. For another, B&W competitors were still eyeing setup suspiciously, fearful their own spot campaigns might be "bumped" by stations clearing for NBC newscasts. William Esty Co., which had warned it would cancel if stations "bumped" Reynolds Tobacco Co. spots [B•T, Jan. 7], reportedly was also soliciting leading station representatives for lists of stations which actually have cleared early-morning and late-afternoon time for NBC. Esty reportedly was considering cancellation whether bumping involved or not. Many NBC affiliates are determined to take B&W newscasts, Esty cancellation or no, on ground network effort needs maximum station cooperation.

B•T

WHILE cigarette advertisers feared normal protection to B&W on NBC newscasts might bump their own spots out of strong station time (see above), competitors of Bristol-Myers — other sponsor of NBC newscasts — apparently have decided to postpone worrying about what effect, if any, Bristol-Myers' participation will have on their own spot campaigns. Spokesmen for cold remedy firms, for instance, indicate they'll cross that bridge when it looms up—next fall or in spring, for instance, when seasonal campaign placing time comes around.

DEAD END • FCC's special Network Study Staff definitely will go out of business June 30, when its appropriation for current fiscal year expires. No provision for new appropriation is contained in FCC's proposed 1957-58 budget (see story page 90), and FCC wont make supplemental request. Staff has been given total of $221,000 for network study.

B•T

RECORD budget of $8,950,000 recommended by Budget Bureau for FCC for fiscal year 1958 is within $200,000 of FCC estimate. This is regarded as recognition of importance of FCC work by President Eisenhower's fiscal experts.

B•T

AIR WAR • First thrust by Air Force communications to acquire vhf spectrum space for anticipated development of forward scatter transmission in jet age is detected in communications circles. With congestion throughout high frequency band and with jet-propelled and other high speed aircraft requiring longer range communications, case is being made for Air Force needs by its top officers, looking ahead as far as 10 years. Emphasis is being placed on need for more high frequency spectrum space if U. S. boundaries are to be properly protected.

B•T

WHILE no specific area yet has been openly mentioned, quest presumably will be for lower portion of tv spectrum (chs. 2, 3 and 4 have been mentioned). FCC now is considering plan for hearing to cover entire spectrum and ascertain needs to determine whether there should be some transition and spectrum exchanges during next decade or two [B•T, Dec. 31, 1956]. Maj. Gen. Alvin L. Pachynski, chief of Air Force communications, is author of article titled "What Price Frequencies?" touching on this subject to appear in aviation publication.

B•T

A QUESTION OF SMELL • Number of tv stations among nearly 100 scheduled to carry Arrid's Jet Spray deodorant announcements have objected to copy on grounds of bad taste. Spot is called "a man's most personal problem" and depicts, on screen, action of jet spray penetrating mat of hair. Ted Bates & Co., New York, is agency placing campaign, which started last week.

B•T

TRUE reason that Ronson Corp. bowed out of weekly sponsorship of half-hour of CBS-TV's 90-minute Playhouse 90*—which segment was picked up by Royal typewriter —was that show did so well for Ronson products that firm has to hold off on advertising until production catches up to orders.*

CODE CASUALTIES • It won't be surprising if several tv stations withdraw from NARTB tv code structure after last week's code board meeting in New York, though no hint of such development has come from official sources. Already half-dozen operators have resigned from code, some by invitation, because of economic inability to comply with commercial strictures. Resignations are never announced by code board. Two major tv stations have been mentioned informally as recipients of code board frowns. Board could not pull seal from subscriber without sanction of NARTB's Tv Board.

B•T

NARTB won't confirm or deny that John Trezevant, managing editor of defunct Collier's, *will join association as press information officer under association's expanded public relations program. Mr. Trezevant is still in employ of Crowell-Collier in New York. He succeeded Gordon Manning as m. e. last autumn. Expected move to NARTB due in early February.*

B•T

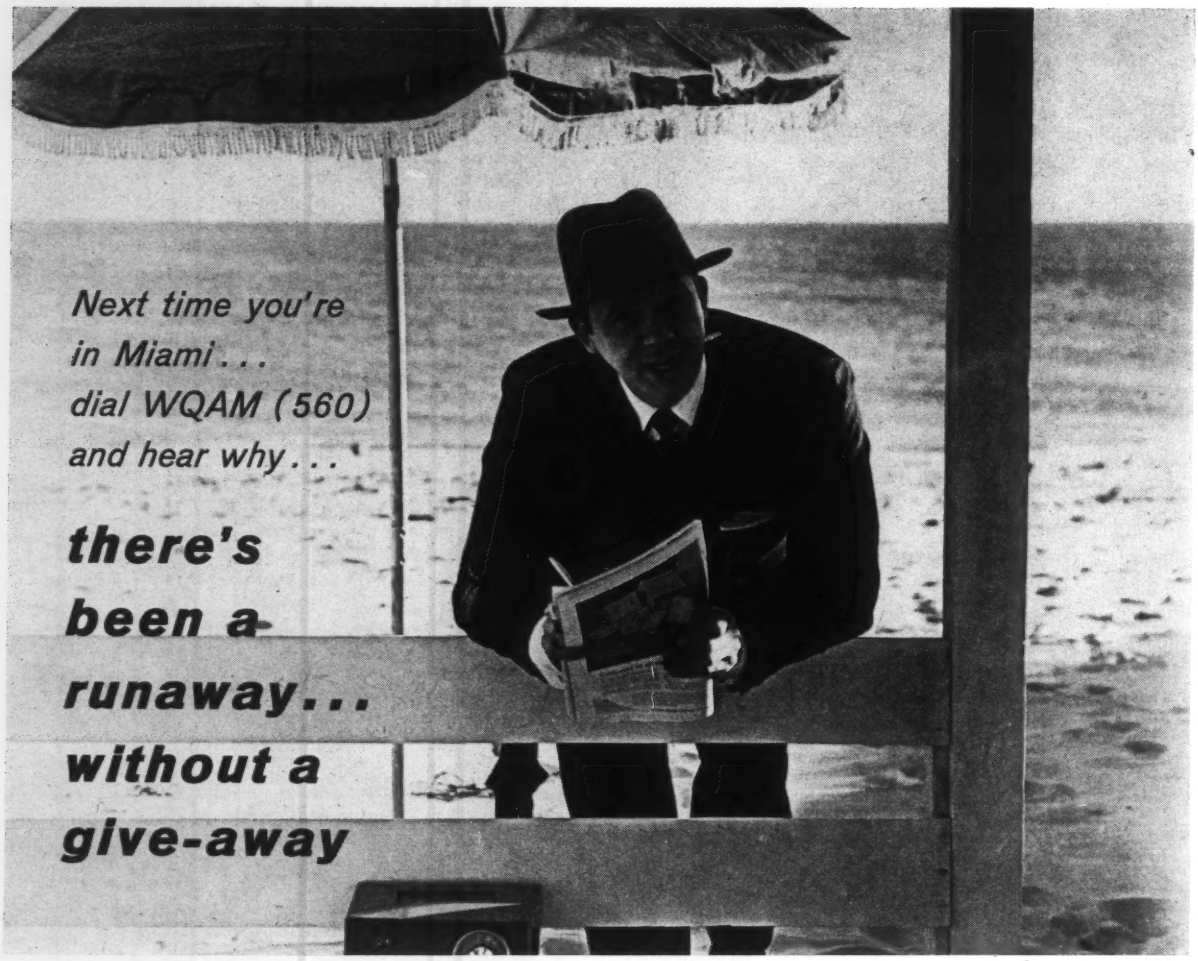
PAPER SAVING • Long effort of FCC patent counsel, William Bauer, to have Commission require manufacturers whose equipment is licensed by FCC to file annually complete breakdown on their patent holdings, was voted down by FCC last week 4-3. FCC action was based on conclusion that this was not properly within its jurisdiction and that it had neither appropriation nor manpower to analyze patents even if it fell within its domain.

B•T

BECAUSE of instances wherein equipment salesmen, notably in microwave relay field, have sold apparatus to private users for tv reception in remote areas without notifying purchasers that licenses are required, FCC last week decided to lower boom on such tactics. It is advising all manufacturers in this field of necessity of notifying prospective purchasers of equipment where licenses may be required. Action was taken after it absolved individual in Montana who, unwittingly, had established microwave relays only to find that he was in violation of Communications Act.

B•T

RENEWAL FORMS • FCC ought to receive in another week or so "rationale" to explain changes recommended in radio and tv station renewal forms which would lessen amount of detail work involved in asking for license renewals. Narrative explaining reasons for suggested revisions being written by Gordon Hawkins, Westinghouse Broadcasting Co. programming expert and member of broadcasters' forms committee. Understood that as soon as this document is in hands of FCC, Commission most likely will accept recommended changes.



WQAM	**29.8%**
Station "A"	19.5%
Station "B"	16.3%
Station "C"	9.5%
Station "D"	6.4%
Station "E"	5.9%
Station "F"	4.7%
Station "G"	4.6%
Station "H"	1.5%
Station "I"	1.0%
Others	1.5%

** Hooper, Nov.-Dec., 1956*
7 a.m.-6 p.m., Mon.-Fri.

Newest Hooper* puts WQAM even further out front with 26.6% morning . . . 32.6% afternoon . . . 29.8% all day! The force of Storz programming is dramatized by the swift, convincing change in Miami radio listening. WQAM leaped to first place after less than 3 months of Storz programming.

Latest Hooper finds WQAM even further ahead. This has been accomplished without a single give-away, and without a single contest requiring participants to be tuned in . . . in order to win. Already a fine buy to begin with—WQAM is now *the* buy in Miami. Talk to the Blair man—or WQAM General Manager JACK SANDLER.

WQAM

Serving all of Southern Florida with 5,000 watts on 560 kc.

MIAMI

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

PM Back to Network Tv, Buys Wallace on ABC

PHILIP MORRIS will re-enter network television on ABC-TV sponsoring new Mike Wallace show beginning April 28. Deal was set by Oliver Treyz, ABC-TV vice president in charge of television network, and Thomas J. McDermott, vice president in charge of radio-television of N. W. Ayer, Philip Morris agency, in Miami late Friday.

New Wallace show, starring young but veteran radio-tv personality who has made hit on *Nightbeat* on WABD (TV) New York, will be aired Sundays, 10-10:30 p.m. Philip Morris has not used network tv since cancelling *I Love Lucy* on CBS-TV in June 1955.

PM purchase of Wallace program was announced at Miami meetings last week of ABC officials, executives of ABC owned and operated stations, and members of network's affiliates advisory committee.

Bay Area Independents, AFTRA Reach Agreement, End Strike

AFTRA's San Francisco membership Friday ratified agreement to end announcer's strike against KSFO and KYA San Francisco and KROW Oakland [B•T, Jan. 14; Dec. 31, 24, 1956]. Laurence P. Corbett, Oakland attorney, handled negotiations for three struck stations plus KLX Oakland (banded as Bay Area Independent Broadcasters Assn. and bargaining as unit).

New agreement runs for two years from Nov. 1, 1956, Mr. Corbett reported Friday. New wage scale is $160 per week ($10 raise) effective last Nov. 1, which goes to $165 next Nov. 1. Five percent pension and health-and-welfare plan will start June 1 this year. Minimum call-back work period is to be five hours instead of four. Announcers working more than two hours after midnight will work 30-hour week or five six-hour shifts at full 40-hour week salary in lieu of extra pay for after-midnight hours.

Mr. Corbett paid tribute to labor council of San Francisco and Alameda Counties, which handled negotiations, for recognizing difference between independent station and network station operation and refusing to allow AFTRA's demand for talent fee of $100 per week per man. Stations agreed to reinstate all striking employes and union agreed to notify all advertisers that stations are on its "fair" list.

Only remaining problem is with engineers and that is strictly matter of wages and hours, Mr. Corbett said. He reported that contract with IBEW was virtually completed Friday for three stations and meeting was to have been held Saturday with NABET for KFSO engineers. He was hopeful that all men would be back at work by today (Monday) or tomorrow.

ABC-TV, Disney Sign Pact, $9 Million for Next Season

CONTRACT for more than $9 million between Walt Disney Productions and ABC for next tv season will be announced today (Mon.) by Roy O. Disney, president of firm, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Included are new nighttime series *Zorro* (about romantic figure created by author John-

FAVORABLE REACTION

UNUSUAL RESPONSE applauding Jan. 6 telecast on CBS-TV of "Clinton and the Law: A Study in Desegregation" on *See It Now* has been coming in to network from leaders and spokesmen of both sides of segregation issue. Southern opinion said to be nearly "overwhelmingly favorable" to telecast, including Clinton, Tenn., leaders of White Citizens Council and NAACP, Clinton's mayor, newspapers, churches and other religious groups, and area station (WBIR-TV Knoxville) which reported "no adverse comments but only complimentary remarks" from viewers.

ston McCulley), in 39 weekly half-hours, 26 new hour-long weekly shows of *Disneyland*, and 65 hours of new material for daytime *Mickey Mouse Club*, which reverts from full hour daily, Mon.-Fri., to half-hour daily next season.

Zorro program series will be live-action and will be written by William Tunberg, each episode to be complete in itself. *Disneyland* starts its fourth season on ABC-TV in fall; *Mickey Mouse Club* its third.

Another Leak at FCC: Lamb Will Win, They Say

FCC sprang another leak Friday when reports circulated that Commission had issued instructions to staff to write "favorable" final decision in long, bitter Lamb case. Edward Lamb, owner of ch. 12 WICU (TV) Erie, Pa., and other stations, was accused of being too friendly to leftists in 1930's. At issue is license renewal of WICU and other Lamb properties. *Washington Daily News*, Scripps-Howard newspaper in Washington, carried story Friday stating FCC "is expected to say" Mr. Lamb is entitled to have his Erie license renewed. FCC officials refused comment but didn't deny story. FCC hearing examiner recommended renewal.

Screen Actors, Roland Reed Approve Pact on Residuals

BOARD of Screen Actors Guild unanimously approved agreement with Roland Reed companies whereby actors will be paid more than $100,000 in overdue residual payments on four tv film series: *My Little Margie, Stu Erwin Show, Space Ranger* and *Waterfront*. Entire amount will be paid to actors over period of approximately 18 months. With agreement, companies were removed from guild's unfair list and their collective bargaining contracts reinstated.

Samish to MGM Tv Division

APPOINTMENT of Adrian Samish, veteran radio-tv program executive most recently with NBC, as program director of MGM Tv Div. expected this week with arrival in Hollywood of Joseph R. Vogel, new MGM president. Mr. Samish is to report to Charles C. (Bud) Barry, studio tv head, and work with Sam Marks, new executive producer on pilots to be offered tv next season.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS AGENCIES, page 37.

BIG BUY FOR GMAC • For second consecutive year, General Motors Acceptance Corp. will use safety drive on weekends in about 225 radio markets. Spot schedule will get underway May 24 for 17 weeks. Campbell-Ewald Co., N. Y., is agency. Spots caution drivers on safety. detours, etc.

TV FOR GLAMORENE • Glamorene Inc. (rug cleaner), N. Y., launching 5-13 week tv spot campaign in 70 markets starting Jan. 28. Agency: Product Services, N. Y.

TEA TAKES • McCormick Tea, Baltimore, preparing radio spot announcement campaign to start in about 30 markets sometime in February for 39 weeks. Lennen & Newell, N. Y., is agency.

ATTENTION-GETTER • To draw attention to its current "I Dreamt" contest in magazines and newspapers, Maiden Form brassieres, N. Y., will use four-week radio spot announcement test in 15 markets during March. Norman, Craig & Kummel, N. Y., is agency.

CAMPAIGN COMING • Gioia Macaroni, Rochester, N. Y., through Lloyd Mansfield Co., Buffalo, planning 26-week radio spot announcement campaign in North, West.

OVER THE WAVES • Chas. Pfizer & Co., Brooklyn, N. Y., getting ready for late spring European tourist season with 10-week spot radio-tv campaign in 10 major markets for Bonadettes (motion sickness pills) starting early May. Dowd, Redfield & Johnstone, N. Y., is agency.

DROMEDARY DRIVE • Dromedary cake mix, N. Y., through Ted Bates & Co., N. Y., planning radio spot schedule starting Feb. 10 for 13 weeks in scattered number of markets.

GOOD MUSIC FOR KLM • KLM Royal Dutch Airlines, Amsterdam, The Netherlands, and N. Y., which heretofore limited broadcast advertising to metropolitan New York campaigns, today (Mon.) expands radio budget with 10-week campaign (20 spots per week) on lineup of good music stations in Waltham, Mass.; Evanston, Ill.; Washington, D. C.; Oak Park, Mich.; Philadelphia; Los Angeles; Cleveland; New York. (All but New York [WNEW] are fm. Charles W. Hoyt, N. Y., is agency.

MORE FOR KRUEGER • G. Krueger Brewing Co., Newark, N. J., adding several northeast New England markets to radio spot schedule, starting Feb. 15 and March 1. Campaign length is indefinite, but will run at least through end of year. Agency: Grey Adv., N. Y.

NBC-TV FOR MM&M • Minnesota Mining & Mfg. Co., St. Paul, reportedly near decision to sign for total of 66 quarter-hours of NBC-TV daytime programming, representing estimated $1 million gross expenditure for time. Plans include parts of *Queen for a Day, Tic Tac Dough* and two programs as yet undesignated. Agency: BBDO, Minneapolis.

Coming Attractions
MGM
Star Theater
11:15 P.M. Every Night
Starting February 8th
★The Finest Films
★The Greatest Stars
WHEN-TV SYRACUSE, N.Y.
Phone your nearest Katz Representative
for availabilities and reservations.
KANSAS CITY
KCMO
RADIO
810 kc.
CBS
KCMO
TV
Channel 5
CBS
SYRA
WHEN
RADIO
620 kc.
CBS
PHOENIX
KPHO
RADIO
910 kc.
ABC
KPHO
TV
Channel 5
OMAHA
WOW
RADIO
590 kc.
CBS
WOW
TV
Channel 6
CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Cahan Named Executive Producer Of California National Productions

GEORGE M. CAHAN, NBC producer-director since 1955, named to new post of executive producer. California National Productions Inc., NBC subsidiary, Robert D. Levitt, president, announced Friday. Mr. Cahan, headquartering in Hollywood, will report to Robert Cinader, CNP's director of program planning and development.

Mr. Cahan initially was associated with stations—among them WCAU Philadelphia, WTNJ Trenton, WHP Harrisburg, WFIL-AM-TV Philadelphia. Executive producer for ABC-TV's Western Div. in 1948, he worked freelance in 1951, later joined Ziv Television Programs as director. He directed *My Friend Irma* for CBS for two years, joining Desilu staff in 1954. His NBC-TV credits include *Medic* and *Frontier*.

Meanwhile, Frederick (Fritz) Jacobi, CNP's publicity manager, resigned Friday, effective Feb. 1, to take top-level public relations post with Harvard U.'s "Harvard Program" that seeks to raise $75-100 million in funds.

Also leaving CNP will be Sherman Adler, who has been handling film sales in Washington-Baltimore-Philadelphia area and who joins CBS-TV Spot Sales, New York, in February.

Hope, Police Plan Tv Series

CONTRACTS were signed last week between Bob Hope Enterprises and International Assn. of Chiefs of Police to produce new tv series, *Police Hall of Fame,* based on actual cases. Mr. Hope will host each program and will present award of merit or medal to "national police hero" to be chosen from the 39 films in the series at the annual police chiefs' convention. Scripts are currently in work and production on series will begin within 30 days.

Art Carney to Quit Gleason

TV COMEDIAN Art Carney, who is cast in supporting role to Jackie Gleason, has announced intention to leave Mr. Gleason's tv show on CBS when his contract expires in June. He indicated he would consider roles on stage, in movies or on other tv shows. He was "second banana" on Gleason show for more than six years. Mr. Gleason reportedly is considering reduction of number of tv shows (now weekly) next season.

Equal Access Bill in California

TELEVISION cameras and radio microphones would be permitted in all California court proceedings except secret procedures under bill introduced in State Legislature by Sen. Robert I. McCarthy of San Francisco. News photographers would be included. Sen. McCarthy said privilege would apply to all but federal courts in the state.

Western Union Retains Webster

EDWARD M. WEBSTER, former member of FCC, retained by Western Union as consultant on international communications. He has attended 24 telecommunications conferences. He was member of FCC from 1947 until recent retirement and previously had been chief engineer.

UPCOMING

Jan. 21-25 Winter general meeting, American Institute of Electrical Engineers, Hotels Statler and Sheraton McAlpin, N. Y.
Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Ga., Athens.
For other Upcomings see page 119

Close, Estes Buy WKXL Concord

SALE of WKXL Concord, N. H., by Tele-Broadcasters Inc. to Joseph K. Close and Frank B. Estes for $108,000 announced Friday. WKXL is CBS affiliated and operates on 1450 kc with 250 w. Mr. Close at present serving as special radio-tv assistant to director, United States Information Agency, owns WKNE-AM-TV Keene, N. H., and 50% of WKNY Kingston, N. Y. Negotiations handled by Blackburn-Hamilton Co., station broker. Tele-Broadcasters, controlled by H. Scott Killgore, owns WKXV Knoxville, Tenn.; WPOP Hartford, Conn.; KUDL Kansas City, Mo.; WBBR Brooklyn, N. Y., and KALI Pasadena, Calif. Application for FCC approval filed Friday, with WKXL balance sheet showing deficit of $7,830.

Feb. 19 Target for New WKAZ

TRANSFER of ownership of WKNA-AM-FM Charleston, W. Va., to WSAZ Inc. principals, approved by FCC last week (see story page 92), scheduled for Feb. 19. At that time call letters will be changed to WKAZ-AM-FM and joint programming between WSAZ Huntington, W. Va., and WKAZ will begin, covering Central Ohio Valley area, according to Lawrence H. Rogers II, president of Kanawha Valley Broadcasting Co., new owners of 950 kc, 5 kw day, 1 kw night facility. Rogers group bought WKNA facilities from Joe L. Smith Jr. for $150,000; sold WGKV Charleston (1490 kc with 250 w) to Jacob A. (Jake) and Walter Evans for $90,000. William R. Murray will continue as general manager of Charleston outlet; Don O. Hayes, program director. WKAZ will continue as NBC affiliate.

Asks Ch. 8 Move to Tulsa

TULSA Broadcasting Co. asked FCC Friday to move ch. 8 Muskogee, Okla., to Tulsa. Tulsa Broadcasting owns ch. 8 KTVX (TV) Muskogee and KTUL Tulsa. FCC announced Friday move of ch. 19 from Altoona to Johnstown, Pa., but turned down request of ch. 56 WARD-TV Johnstown, which asked for shift, that it be ordered to show cause why it should not change to ch. 19. Commission said WARD-TV could apply for lower channel.

Laurel Tv Alone for Ch. 7

LAUREL TV Co. in line for grant of ch. 7 Laurel, Miss., following withdrawal last week of only other applicant, Mississippi Bcstg. Co. (ch. 30 WCOC-TV Meridian, Miss.). Mississippi Bcstg. had requested ch. 7 for Pachuta, near Laurel. Laurel Tv will pay Mississippi "out of pocket expenses." President-25% owner of Laurel Tv is Meridian Mayor William S. Smylie. Other stockholders include D. B. Marcus (publisher of evening *Laurel Leader-Call*) and T. M. Gibbons, both 11.8% owners of WAML Laurel.

PEOPLE

VINCENT F. AIERLLO, vice president and copy chief, and **WILLIAM J. GRIFFIN,** senior vice president and director, have been elected executive vice presidents of Kudner Agency, N. Y. **PAUL E. NEWMAN,** vice president and director, elected senior vice president, and **ANDEE COLE,** vice president and copy chief, named member of board of directors.

JULES TRIEB appointed vice president and director of merchandising at Lennen & Newell, N. Y., assuming responsibility for creative merchandising efforts on agency's accounts. He formerly was associate director of marketing and member of plans board at McCann-Erickson, N. Y.

A. E. ROOD, senior vice president in charge of finance for Foote, Cone & Belding, Chicago, assumes administrative duties formerly handled there by **HAROLD H. WEBBER,** executive vice president and general manager who resigned last week. Mr. Rood continues as national administrative officer of FC&B.

ORRIN SPELLMAN, regional vice president of Kenyon & Eckhardt, N. Y., and head of its Philadelphia office, has resigned to become senior vice president with Geare-Marston, which has merged with Ruthrauff & Ryan, N. Y., as R&R's Philadelphia Subsidiary.

JAMES H. WEST, radio-tv director of H. W. Kastor & Sons Adv. Co., Chicago, appointed vice president in charge of radio and tv.

ROBERT H. BENNETT, general manager of General Foods' Jello-O Div. since 1952 and vice president since 1955, named vice president for marketing. **HARLAN LOGAN,** recently vice president with responsibility over personnel administration, public relations and advertising and consumer services, appointed vice president for development.

STEPHEN B. LABUNSKI, general manager WDGY Minneapolis-St. Paul, appointed vice-president of Storz stations.

PAUL MacNAMARA, vice president in charge of sales for Jack Chertok Productions, Hollywood, resigned, effective end of January, to open own public relations office.

ALBERT G. LOOMIS, production services director, former Scheideler & Beck agency, to McCann-Erickson, N. Y., in similiar capacity.

MAC DUNBAR, media supervisor for Ted Bates, N. Y., for past 14 years, has joined Reach, Yates & Matton, N. Y., as media director.

WARREN SMITH, formerly with Vick Chemical Co. in advertising, marketing and new product development, to assistant account executive, Compton Adv., N.Y.

ROBERT CHRISTENBERRY, with N. W. Ayer & Son, N. Y., to N. Y. office of Guild, Bascom & Bonfigli, S. F.

ARTHUR J. MILLER, general manager of Pathe Labs' east coast operation and previously in film processing executive capacities with various motion picture companies, elected vice president of Pathe.

OLIVER CALLAHAN, former MGM animator, joins Animation Inc., L. A., as production animator for tv commercials. Animation is making three new tv spots for Johnson's wax.

the week in brief

FCC CLEARS KEY TV CASES

Word from official sources indicates action in St. Louis, Boston, Miami, other major tv cases. Efforts underway to stop leaks or set up new procedure 35

PROMISE, PITFALLS OF TV

Revlon's Abrams examines both sides of tv coin, cites successes, stumbles 37

FOOD, TOBACCO TOPS IN RADIO

Account for highest share of money spent on medium for national spot, according to SRA study. Auto and drug accounts rank next 39

38.7 MILLION HOMES HAVE TV

B•T estimate shows current 78% saturation for visual medium. Census Bureau survey for ARF shows 37.4 million tv homes as of last August 40

AGENCY AD COMPLAINTS DROP

AAAA study shows ads in magazines are targets of two-thirds of all complaints with radio-tv and other media accounting for rest 43

ADAM YOUNG CITES NSC 'FLAWS'

Station representative firm claims shortcomings in Nielsen coverage study and calls for caution in use of latest radio circulation data 44

PHILCO FILES 3-PLY SUIT

RCA, GE and AT&T named in series of antitrust charges. Compulsion alleged in sale of WPTZ (TV) to Westinghouse several years ago 54

BURNS NAMED RCA PRESIDENT

Senior partner of Booz, Allen & Hamilton will take over post when Folsom becomes chairman of RCA's executive committee 62

AUTOMATION GETS SLOW START

Important progress made in broadcast techniques but only one out of 20 stations are using completely automatic program systems 68

RAB SEEKS 30% RADIO BOOST

Radio sales unit points out this would mean $779 million in time sales during 1957. Sweeney says 1956 was good radio year 74

DURGIN SEES NETWORK-SPOT TRUCE

ABC Radio vice president says networks are selling with spot, not against it, and describes advantages of each medium 86

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Broadcasting Publications Inc.

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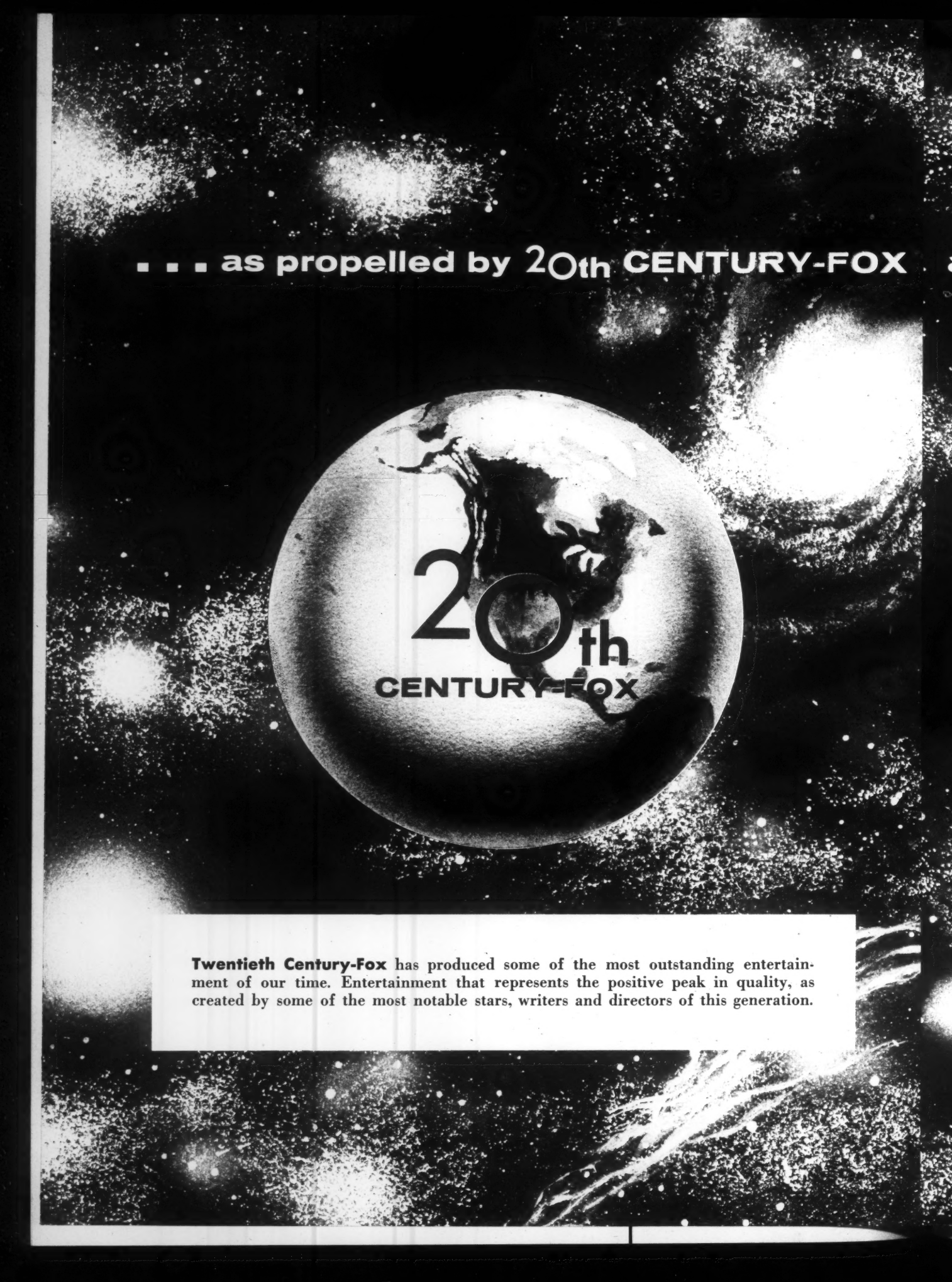

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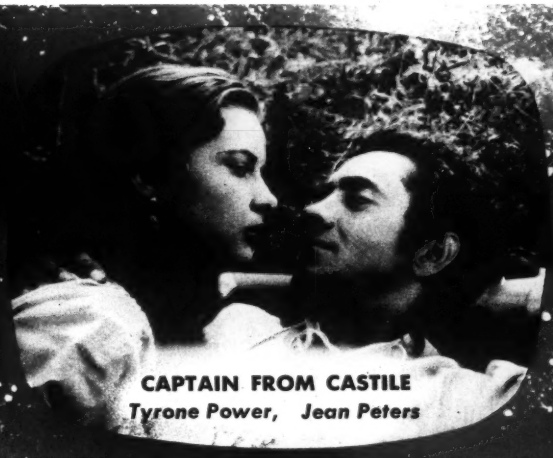
National Telefilm Associates, Inc., makes this fabulous entertainment available to all of America's 471 TV stations. Stations which can look forward to the largest viewing audiences in their history from projecting this superlative enjoyment.

a few of the guided mis

SNAKE PIT
Olivia De Havilland, Celeste Holm

MIRACLE ON 34th STREET
Edmund Gwenn, Maureen O'Hara

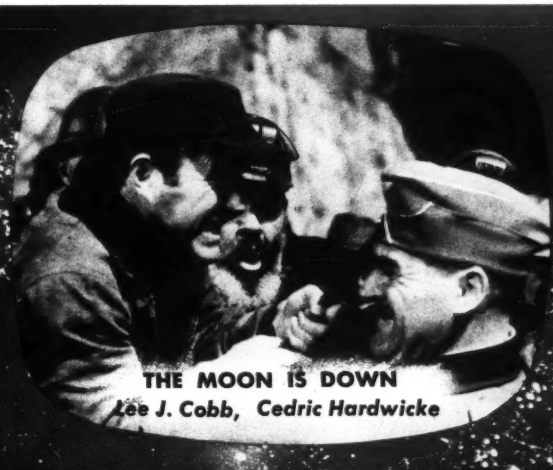
# of feature film masterp



CAPTAIN FROM CASTILE
Tyrone Power, Jean Peters

CLUNY BROWN
Jennifer Jones, Charles Boyer

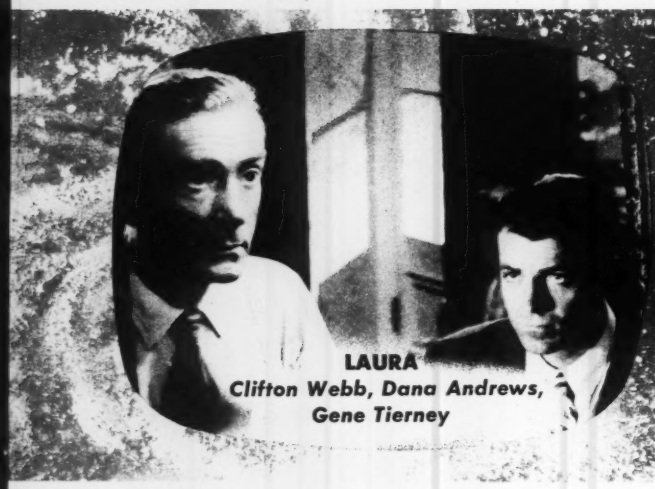
to all TV stations and a



THE MOON IS DOWN
Lee J. Cobb, Cedric Hardwicke

IN OLD CHICAGO
Don Ameche, Alice Faye, Tyrone Powe

ssiles...to stratospheric



LAURA
Clifton Webb, Dana Andrews, Gene Tierney

A BELL FOR ADANO
Gene Tierney, John Hodiak

ieces... produced by

SOMETHING FOR THE BOYS
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SUN VALLEY SERENADE
Sonja Henie, John Payne, Milton Berle

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SPRINGTIME IN THE ROCKIES
Betty Grable, John Payne

UNDER TWO FLAGS
Rosalind Russell, Ronald Colman, Claudette Colbert

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TIME: You'll own the time that these outstanding 20th Century-Fox successes appear on TV, insofar as your competition is concerned. Feature films of this calibre have commonly caused station ratings to skyrocket from 600% to 700%.

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So mount these assured blockbusters... while there's still time and space to accommodate you. Climb aboard the TV Rocket of the 20th Century... now!

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AFFAIRS OF DR. GENTRY

ALTHOUGH scenes of the first episode of *The Affairs of Dr. Gentry* took place aboard an air liner, the series didn't quite get off the ground the first day. It did, however, show promise of being a reasonably painless way of passing a daily quarter-hour. Sound effects are nice. At least one soap opera cliche, organ-music effects, has been dropped. But some other cliches remain in the writing: the weary recapitulation to brief listeners on character and story; dialogue a little trite in places; the sudden gunshot that announces the story's real beginning after recapitulation has been finished; the announcer's final admonition to tune in tomorrow for "another gripping episode." But let the daytime listener be thankful for whatever positive improvement she (or he) gets. And this tale of the widowed M.D. and a male colleague does promise to be a little more beguiling than some of its maudlin counterparts.

Production costs: Approximately $2,500 per week.

Broadcast sustaining on NBC Radio, Monday through Friday, 2:45-3 p.m. EST.

Producer-director: Himan Brown; writer: David Driscoll.

Stars: Madeleine Carroll as Dr. Gentry and Paul McGrath as Dr. Hamilton.

MR. ADAMS AND EVE

THROATY Ida Lupino and husband Howard Duff—playing the roles of a movie star husband-and-wife (we hope, for their sake, this series is pure fiction)—gambol about in this "take-off" on movieland itself. The episode on Jan. 11 had some rib-tickling at the expense of Hollywood and tv mores—a light spoof at a very vulnerable pair.

The storyline dealt with Mr. and Mrs. Adams, unlike everybody else because they are big boxoffice, who attempt to act and live like a "typical" couple for a day only to find their talents best suited when they act like themselves. There's one scene in particular: Eve Adams' exchange in the backyard over "laundry" with the next door neighbor (who turns out to be the "servant woman") that would seem to fit this series within the confines of its many contemporary situation comedies.

Production costs: Approximately $33,000.

Sponsored by Colgate-Palmolive Co. through Lennen & Newell, N. Y., and R. J. Reynolds Tobacco through William Esty Co., N. Y., on CBS-TV, Fri., 9-9:30 p.m. EST.

Producer: Frederick De Cordova; directors: Richard Kinon and Mr. De Cordova; writer: Sol Saks.

THE LAST WORD

ON A SUNDAY afternoon (Jan. 13), a panel made up of author-critic John Mason Brown, author Ilka Chase and columnist John Crosby, and moderated by Dr. Bergen Evans, proved a delightful repast. *The Last Word* is a program about the English language and has an objective of becoming something of a "national court of appeal" on word usage.

Explored was the use of "ain't" ("The right word for the illiterate," said Mr. Brown); of "mother-in-law"—is it "mothers-in-law" or "mother-in-laws" (somebody quipped: "ain't one enough?") and "Madisonavenuese."

An indignant letter writer from Madison, Wis., thought the Madison Ave. expressions

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Jan. 22 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Jan. 25, 28, 29).

Jan. 22 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Jan. 29).

Jan. 23 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Jan. 30).

Jan. 27 (5:30-6 p.m.) *The Boing-Boing Show,* sustaining.

NBC-TV

Jan. 21-25 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 28-Feb. 1).

Jan. 21 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby; Mennen Co. through Grey (also Jan. 28).

Jan. 22 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor through Doyle Dane Bernbach on alternate weeks (also Jan. 29).

Jan. 22 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Jan. 29).

Jan. 23 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson (also Jan. 30).

Jan. 24 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson (also Jan. 31).

Jan. 25 (approx. 10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis & Brorby.

Jan. 26 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 27 (9-10 p.m.) *Goodyear Television Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

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HOOPER-RATING
OCT. 1956

TIME	KAKC	A	B	C	D	E
MONDAY-FRIDAY 12 Noon-6 PM	25.5	12.3*	6.5	19.9	15.8	17.2
MONDAY-FRIDAY 7 AM-12 Noon	35.7	13.8*	4.8	14.5	17.4	13.1
SUNDAY 10 AM-6 PM	45.1	12.8*	3.6	12.7	11.0	13.3
SATURDAY 10 AM-6 PM	30.8	10.4*	14.4	11.6	8.6	23.7
SUN.-SAT. 6 PM-11 PM	40.8		5.3	19.5	15.0	16.5

*MEASUREMENT ADJUSTED TO COMPENSATE FOR 5:45 P. M. SIGN-OFF OF STATION A.

BULLETIN!
PULSE CONFIRMS IT!!!
Pulse Inc. also proves the new KAKC is No. 1 in Tulsa

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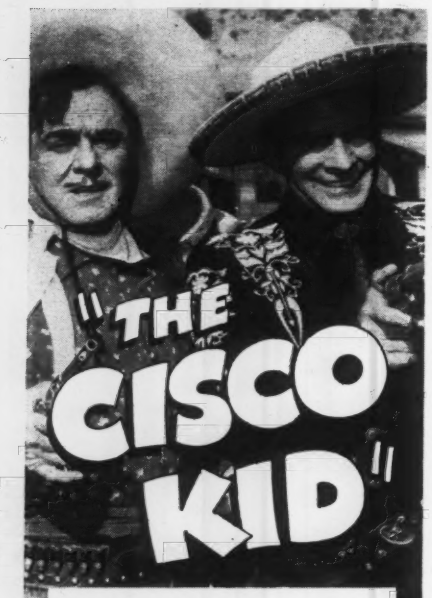

ATLANTA DAIRY SALES UP 20%

J. D. Gay, General Manager
MISS GEORGIA DAIRIES, INC.
of Atlanta,
praises The Cisco Kid:

"Sales are currently running approximately 20% above normal from the same number of wholesale accounts . . . Cisco opened doors for us to put our products in one of the largest chains in this area . . . As long as The Cisco Kid is available as a tv show, Miss Georgia Dairies, Inc. will be proud to sponsor it."

Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York
Chicago
Cincinnati
Hollywood

IN REVIEW

are "deliberate distortions of the language" and only serving to tear it (language) down. The panel was asked to comment. The verdict was rather mild: some are original but they tend to be overdone. Among the expressions cited on the program: "Let's run this up the flagpole and see who salutes," "It's got a lot of glue in it" and "Let's send it up on the local and see if it comes back on the express."

Mr. Crosby made the interesting observation that "Madisonavenuese"—the expressions alleged to come from the offices of advertising agencies—indicates "where the boys have been." First, he said, they came off the football field, later were tied into Navy lingo (post-war era), next had marriage connotations, then tied in with child rearing and finally, the psychiatrist's couch. The panel dared not predict from where the next set of expressions will spring.

Last Word brims with humor, and is relaxing program fare. And, too, it's possible for the viewer to learn something.

Producton costs: Approximately $15,000. Sustaining on CBS-TV, Sun., 2:30-3 p.m. EST.

Producer: Bill Weinstein; director: LaMar Casselli; writers: Steve Sondheim and Madeline Karr.

CLASSICAL MUSIC FOR PEOPLE WHO HATE CLASSICAL MUSIC

GEORGE R. MAREK is a well-known figure in the musical world—he's music editor of *Good Housekeeping* magazine and vice president of RCA Victor's Record Albums Dept.—but he's on the wrong track in this program.

First of all he's trying to be a regular guy about a subject most people associate with long hair. Second, and unfortunately, he speaks with a lisp and a Viennese accent. And third, anyone who hates classical music would be sure to steer clear of this offering because, laudable as it may be, the whole thing sounds—and sounded—too precious.

In his first program, Mr. Marek invited his listeners to wet their musical feet by listening to such classical cliches as Debussy's *Fetes,* Liszt's *Lieberstraum,* Grieg's *In the Hall of the Mountain King,* Elgar's *Nimrod from Enigma Variations,* and Bizet's *Carmen Fantasy*—the very selections that were offered to school boys and girls which, mayhap, turned them into haters of classical music.

Here's a suggestion for Mr. Marek and others who, too pointedly, are trying to elevate the tastes of American lowbrows: A half-hour of good and superlative classical music with an honest, long-hair analysis of the music in good, down to earth language. In that way, those who hate classical music might stumble onto the program (while dialing for the basketball games, for example) and learn something. But not, please, by pointing the finger at these very persons.

Production costs: Approximately $750. Sustaining on NBC Radio, Mon., 9:30-10 p.m. EST. Host, George R. Marek. Writer, Robert A. Simon. Announcer, Gene Hamilton. Music is on records.

OPEN MIKE

Signs of the Times

EDITOR:

NOTICED IN TODAY'S B•T FOUR ADS FOR "WANTED TO BUY—FM EQUIPMENT." DEFINITE INDICATION OF UPWARD TREND IN FM BROADCASTING.

W. C. Florian
WNIB (FM) Chicago

More Than Show Biz

EDITOR:

Congratulations to your publication and to Joseph L. Brechner for the think piece on radio's thought dimension. This kind of thing is long overdue in broadcasting.

The former managing editor of my paper, Charles W. Grinnell, was, I believe, the first broadcaster to deliver regular editorials in New England. He purchased WSKI [Montpelier] six years ago and made it a newspaper of the air with tremendous gains in station acceptance, prestige and revenue. . . . Having sold WSKI he is now operating a syndicated "canned" editorial service for small New England stations from Montpelier via tape . . .

It has been gratifying to see the broadcasting industry emerge from the category of pure "show biz" in so many ways. Your publication can take a great deal of credit for helping the industry to grow up.

Paul H. Guare, City Editor
Montpelier Evening Argus
Montpelier, Vt.

Rightful Owners

EDITOR:

Please turn to page 55 of B•T of Dec. 24, 1956, and read the Winnsboro, La., paragraph. Note the reference to KEED and to KOMB . . .

KEED Springfield, Ore., has never belonged to anyone but myself, my wife and my brother. W. Gordon Allen owned 75% of KRGA which we took over May 4, 1955. The name was changed to KEED on Oct. 1, 1955.

KOMB Cottage Grove, Ore., has never belonged to anyone but Orlo Bagley. Mr. Allen built it as KSGA and sold it to Mr. Bagley in 1954. Mr. Bagley then changed the call letters . . . Can you do something to give me back my station and Mr. Bagley his?

Glen M. Stadler, Pres. & Gen. Mgr.
KEED Springfield, Ore.

[EDITOR'S NOTE: B•T is glad to return the properties to their rightful owners, regrets clerical errors which wrongly identified W. Gordon Allen with present ownership. Mr. Allen is vice president and 48% owner of Franklin Bcstg. Co., which was granted a construction permit for a new am station on 1570 kc, 500 w daytime, as announced by the FCC Dec. 20. Mr. Allen owns 100% of KTIX Seattle and 50% of KBAM Longview, both Wash.; 70% of KGAL Lebanon and 66⅔% of KGAY Salem, both Ore.]

Question of Semantics

EDITOR:

Noticed with interest Morton J. Wagner's "idea" [B•T, Jan. 7] and I hereby submit an appropriate reply to his second paragraph which bid for another word for "spot."

For about six months now, we at KCVL

Costume by Clare Potter

You feel very special on Red Carpet flights*

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

Here, on the world's fastest airliner, you'll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It's served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United's own master chefs.

Then a restful doze . . . You can't be there already! You *are*. And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!

World's fastest airliners—United DC-7s! Red Carpet nonstop flights: New York-San Francisco, New York-Los Angeles, Chicago-San Francisco, Chicago-Los Angeles, Washington, D.C.-San Francisco, Los Angeles-Seattle, California-Hawaii.

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

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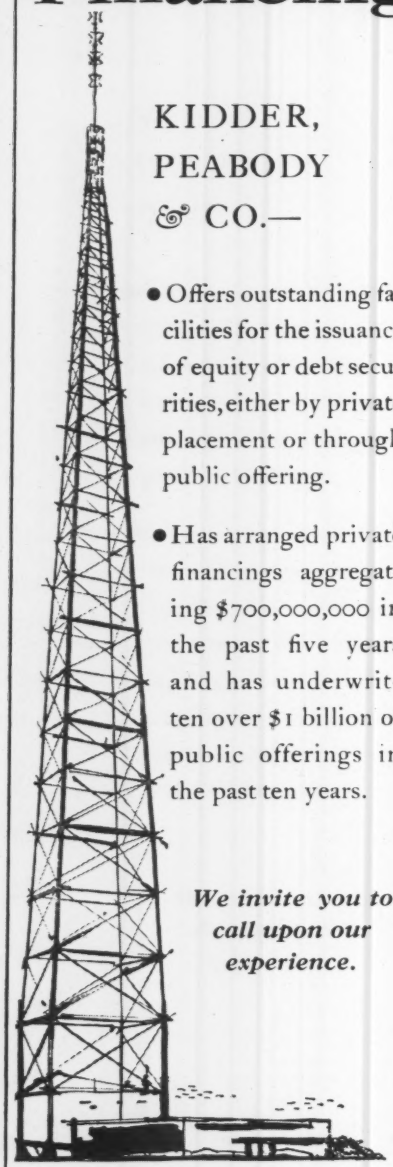

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have been gradually dropping the word "spot," both written and verbal, in favor of "ad." Clients in this smaller market have become accustomed to using the "ad" in the weekly newspaper. We've gradually changed our approach to coincide with theirs. And besides, the ad implies something big, full, a display . . . while spot sounds quick, brief, tiny.

Here's something else: There's the slightly "difficult" jeweler who whipped out a stopwatch and observed that his 30-second ad was read by our announcer in exactly 23 seconds—and made to the telephone to tell us about it. Henceforth, this client gets sold a 50-word announcement instead!

Merle B. Peterson, Gen. Mgr.
KCVL Colville, Wash.

EDITOR:

We submit "sales announcement" for "spot." We've used it for eight years.

Bill Harrell
KVOP Plainview, Tex.

[EDITOR'S NOTE: Mr. Wagner of the Bartell Stations had suggested that ROS (for "run of schedule") be changed to BTA (best time available). He then raised the oft-mentioned suggestion that a new word be found for "spot."]

Reader Concurs

EDITOR:

May I applaud B•T on its Jan. 7 editorial "Where Credit (For Cash) Was Due."

There is no question but that the performers on the Hungarian Relief program deserve all the accolades they get. But so often columnists, and just people in general, seem to forget that the radio and television stations and networks contribute time and money and hours of work for which no one gives them any recognition.

I hope that some of the people who like to make headlines by tearing into an industry that basically tries to do better than anyone expects of them, have an opportunity to read your editorial.

Edgar Kobak
WTWA Thomas, Ga.

Flashback

EDITOR:

One day, some years back, I had an appointment to meet a young man at the Belvedere Hotel in Baltimore. He had been advertising manager of Royal Tailors—a Chicago clothing house. (That was the house Phil Lennen came from.) He [the young man] was then with Lennen & Mitchell.

We made a deal. Nine thousand a year with an "if." He told me Lennen & Mitchell were thinking of sending him to Europe on the Elgin watch account. That if it was decided to send him, he wouldn't come to Baltimore.

The young man was Paul Kesten. He was sent to Europe, and he recommended another youngster to me—Julian Field—also for $9,000. I hired "Judy." He is now creative director of Lennen & Newell.

You know the rest of the story. Kesten went from Lennen & Mitchell to CBS. How he rose with Columbia to the very top. How he originated and wrote the best radio and television promotion material in the land.

I saw a lot of him after that. His warm personality shone like a diamond from the first minute you shook his hand. There was genius in his writing. He gave CBS a personality—on paper and off. He initiated new ideas that brought to broadcasting a dignity and organized importance it hadn't had before.

Paul was quick to sense talent. Vic Ratner, for instance. He set the pattern for the prize-winning promotion material that is the talk of the industry.

The last time I saw him was on Madison Ave. when he told me he was going with Cinerama. He suffered with arthritis for many years, and carried on in great pain.

He was a quiet, gentle man who knew where he was going. When the real history of radio and television is written, his name will be there in big letters.

Joseph Katz
Chairman of the Board
The Joseph Katz Co.
Baltimore

[EDITOR'S NOTE: Paul Kesten, former executive vice president and vice chairman of the board of CBS, died Dec. 4, 1956, in Great Barrington, Mass.]

They Too Were There

EDITOR:

Your article on page 110 of Jan. 14 B•T concerning the WBZ-TV [Boston] cameraman's filming of the Daniel Webster train fire states, "Mr. Kaye was the only photographer in the group of newsmen."

For the record, there were a number of other photographers aboard including our newsfilm cameraman, Ira Marcuson, and myself. When the train came to a halt, Mr. Marcuson was the first cameraman off the train and was at the scene of the fire a considerable time before any other photographer braved "third-rail execution." As a result, Mr. Marcuson was the only cameraman to get actual scenes of the fire and the subsequent arrival of firemen and railroad personnel.

On arrival in New York, I rushed our films to CBS-TV News and they were aired over WCBS-TV shortly thereafter. The film also was put into CBS Newsfilm syndication and on Will Rogers Jr.'s *Good Morning* the following morning. A complete report of the fire also was aired on our station's 11 p.m. local news that same night.

E. Paul Abert
Operations Manager
WPRO-TV Providence, R. I.

[EDITOR'S NOTE: B•T's story was based on a news wire from WBZ-TV.]

Grant, Not Burnett

EDITOR:

Thank you for your last-minute item on the Lawrence Welk and Ray Anthony New Year's Eve show for Dodge and Plymouth [B•T, Dec. 31, 1956].

As you probably know by now, the show was a great success, attracting the majority of television audiences for the entire 4-hour period.

I would like to correct one statement. The

Oh, Man!

those MAGNIFICENT MOVIES

now on KMBC-TV

Channel 9 in Kansas City

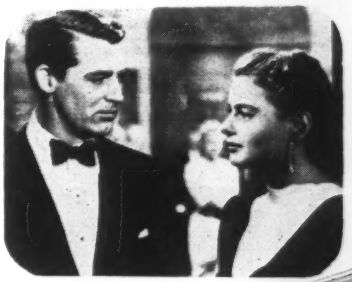
The most tremendous array of first-run feature movies ever programmed in Kansas City!

Every night of the new year, a big new title hand-picked from all-time box-office smashes (including the powerhouse David O. Selznick), from a fabulous collection of award winners, and from late-release features still playing theatrically.

And all of these MAGNIFICENT MOVIES are slotted at a convenient time for family viewing, 10:15 p.m. every weeknight. They are indisputably the best, and the earliest, feature movies on television in Kansas City!

THE FARMER'S DAUGHTER. Loretta Young, Joseph Cotten, Ethel Barrymore, Charles Bickford and David Wayne in a delightful comedy produced by Dore Schary—released by David O. Selznick.

STRANGER ON THE PROWL. Paul Muni, Joan Lorring and the sensational child actor, Vittorio Manunta, in a gripping melodrama of a boy's growing love for a murderer who protects him.



NOTORIOUS. Cary Grant, Ingrid Bergman and Claude Rains in Ben Hecht's famous story directed by Alfred Hitchcock. A Selznick release.

GUEST WIFE. Claudette Colbert and Don Ameche in a sophisticated comedy about a gorgeous wife with one husband too many!

COURT MARTIAL. David Niven and Margaret Leighton in Anthony Asquith's study in suspense—a tense, exciting drama.

MAN WITH A MILLION. Gregory Peck in Mark Twain's hilarious comedy of a down-and-outer who picks up a million bucks, a million babes and a million laughs!

ISLAND OF DESIRE. Tab Hunter and gorgeous Linda Darnell in an emotion-swept drama—a fight to the finish for the only girl on a tropical island.

THE SPIRAL STAIRCASE. George Brent, Dorothy McGuire and Ethel Barrymore in the Dore Schary production of a Selznick mystery-thriller that is an all-time classic.

See Peters, Griffin, Woodward, Inc. for availabilities.

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station

Basic ABC-TV Affiliate

DON DAVIS, President
JOHN T. SCHILLING, Executive Vice President
GEORGE HIGGINS, Vice President and Sales Manager
MORI GREINER, Manager, KMBC-TV
DICK SMITH, Manager, KMBC-KFRM Radio

On Land in Radio, it's KMBC of Kansas City—KFRM for the State of Kansas

MEMO: TO TIMEBUYERS!

THE "THIRD FORCE"

is FIRST In Northeastern Pennsylvania!

ARB proves WILK-TV your Best Buy for PRIME TIME in the important Northeastern Pennsylvania Television Market.

WILK-TV has more first place quarter hours Sunday through Saturday, from 5 P.M. to 11 P.M., than any of the other Network Stations in the area. Here are the facts:

FIRST PLACE QUARTER HOURS

WILK-TV	**66**
STATION "B"	57
STATION "C"	46
STATION "D"	3

Here's the box score on first place quarter-hours in the PRIME TIME period from 5 P.M. to 11 P.M., Monday through Friday.

	Monday	Tuesday	Wed.	Thurs.	Friday
WILK-TV	**12**	**14**	**12**	**7**	**11**
STATION "B"	6	7	8	12	9
STATION "C"	6	2	4	6	3
STATION "D"	0	0	0	0	1

★ POWER···

WILK-TV speaks with one and one half million watts of Power—more than any other TV station in the world—Here is the Impact you *need* for a complete job. From Reading to New York State—from Lock Haven to New Jersey. The FIRST Station is WILK-TV.

For the BEST coverage in PRIME TIME—you NEED WILK-TV!

Get the Facts!

CALL AVERY-KNODEL, INC.

- NEW YORK
- CHICAGO
- LOS ANGELES
- SAN FRANCISCO
- ATLANTA
- DALLAS
- DETROIT
- WILKES-BARRE
- SCRANTON

WILK-TV

WILKES-BARRE SCRANTON

story said Leo Burnett was agency for the show when the fact is Grant Adv. handles all Dodge advertising and Plymouth's tv advertising. Grant, of course, handled this special show.

L. W. Brown, Vice Pres.
Grant Adv., Detroit

Farm Broadcasting Day

EDITOR:

You are to be commended for your "Farm Broadcasting Day" editorial which appeared Jan. 7.

I would like to join with you in paying tribute to the hundreds of television and radio stations which make it possible for the nation's farmers to receive daily market, weather and other farm reports. Such a communicative service for our citizens involved in agricultural pursuits is a vital link in contributing towards a healthier farm economy.

I feel certain that the first Farm Broadcasting Day, Feb. 2, will be a tremendously successful tribute to all those in the television and radio industry connected with this phase of our economy.

Paul M. Butler, Chairman
Democratic National Committee
Washington 6, D. C.

In Like a Burglar

EDITOR:

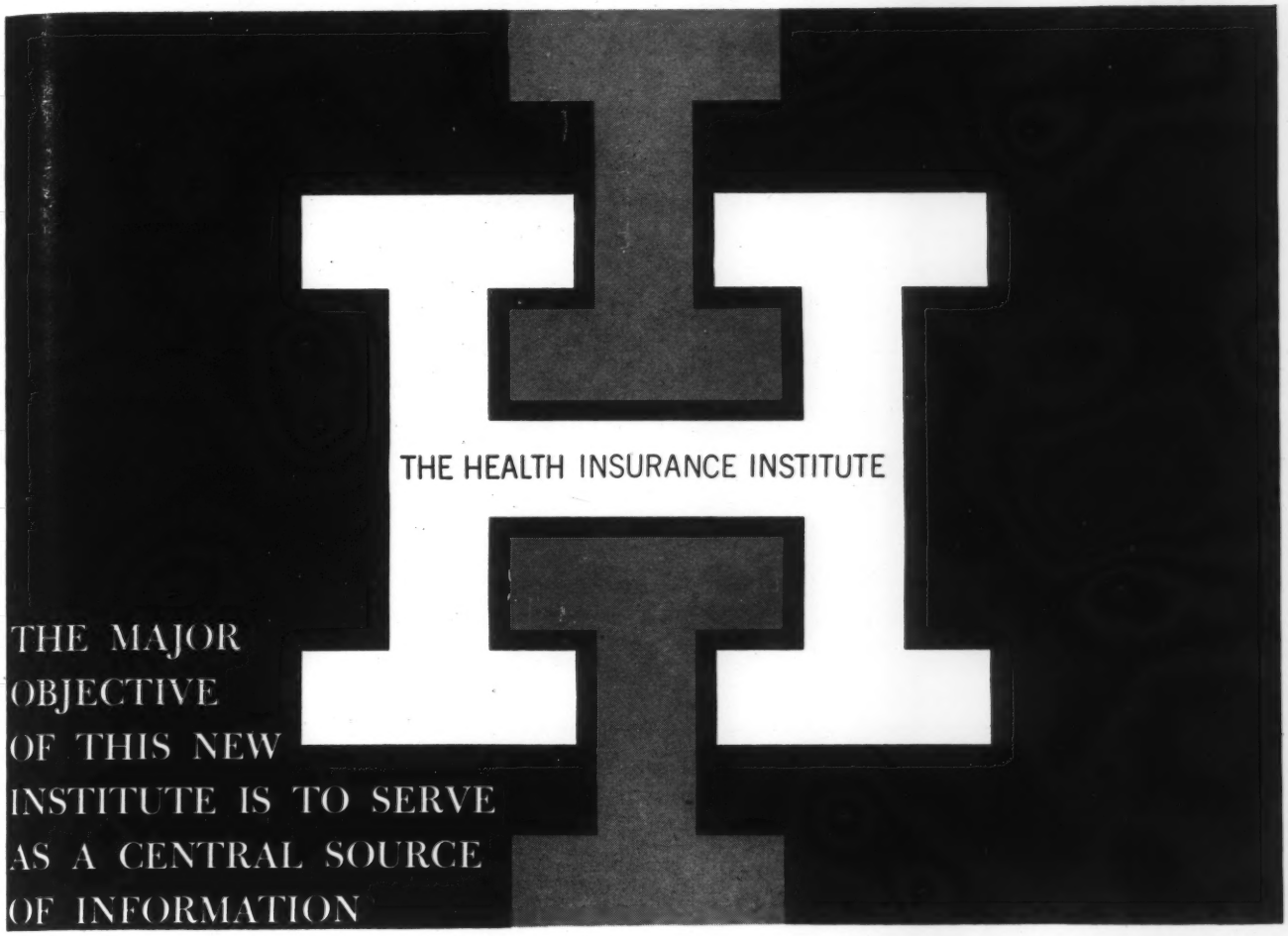
Let me tell you of a competitive radio market that is growing by leaps and bounds —Albuquerque. . . . When we came on the air last May, as a full-time independent, Albuquerque was getting a full share of radio entertainment from three of the networks, an all-Spanish station and a daytime music-and-news station. Since that time a fourth network station has gone on the air.

At the present time, we are Albuquerque's only all-music station, and I mean music, with the listener never more than two minutes away from it. We have no scheduled newscasts, our idea being: when news of significance occurs, we'll give it to them immediately but briefly, then return to music. Our audience knows that with our teletype news service, plus Albuquerque's only mobile news unit, they'll be informed should Eisenhower "burp" or should a hotel in the heart of the downtown district fall down *(it happened!)*.

In an independent survey conducted by another station recently, KLOS came out as the top station in the daytime ratings. Naturally a large part of our success with hillbilly (entirely a personality schedule with Boyd Whitney, our general manager, heading the list) is because of the thousands of people who are moving into Albuquerque from Texas, Oklahoma, Tennessee, Mississippi, etc.

The moral of my story: Take a sack full of hillbilly records, get yourself a well-grounded 250 w signal, disregard formalities and time-tested program formats, find yourself another Albuquerque—and you're in like a burglar.

Paul K. Allen, Promotion
KLOS Albuquerque, N. M.


THE HEALTH INSURANCE INSTITUTE
THE MAJOR OBJECTIVE OF THIS NEW INSTITUTE IS TO SERVE AS A CENTRAL SOURCE OF INFORMATION

IN THE course of the past ten years, the American people have been waging a determined battle to help protect themselves against financial expenses and losses incurred by ill health and injury.

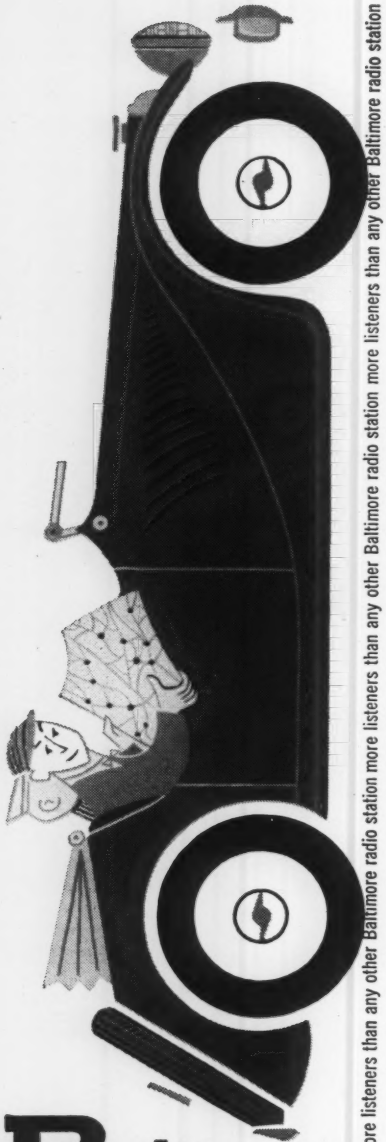
The chief instrument of their progress has been health insurance.

How well they are succeeding can be seen by these facts. For every American covered by insurance companies for hospital expense protection in 1946, 4 have it today. For every individual insured for medical protection, there are 28 today. For every person with surgical protection, there are 6 today. And there are now 30 million persons protected by loss-of-income insurance.

The major objective of the newly formed Health Insurance Institute is to serve as a central source of information for the press and public. In so doing, the Health Insurance Institute will speak for the nation's insurance companies who have played such an important role in the growth of voluntary health insurance.

THE HEALTH INSURANCE INSTITUTE

488 MADISON AVENUE NEW YORK 22, NEW YORK


more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

Baltimore

is so easy to reach when you ride with

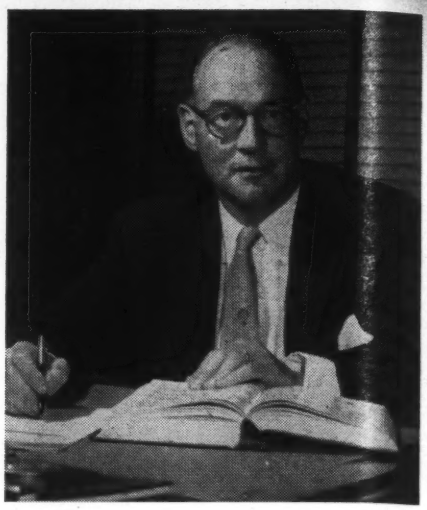
WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

our respects

to WILLIAM BEAL CASKEY



THERE's no firmer believer in nighttime radio than William Beal Caskey, vice president and general manager of WPEN-AM-FM Philadelphia. He not only believes in nighttime radio—he operates an all-night station and on top of that programs right through to dawn with live talent.

Following his conviction that personality programming should be the backbone of every radio station, as against platter-spinning, he built up night service by converting a large studio into a restaurant. Staffing it with a professional restaurateur, he organized the night into a three-ply schedule. From 9 to 11 the WPEN programming features a live mambo party, which has played to a packed audience six nights a week for several years.

Controversy, commentaries and interviews take over from 11 p.m. to 2 a.m. There's always something unexpected, with WPEN personalities keeping the participating audience interested and aroused. This late period also has enjoyed packed houses almost every night for five years. From 2 to 5 a.m., show people and show business take over in the restaurant studio.

Mr. Caskey entered electronics as a school boy at Crafton, Pa., where he was fascinated by a neighbor's ham rig. Soon he had an outfit of his own, although he concedes his old rotary spark-gap set no speed records. It was fun, but the hobby was forgotten when he went east to Haddonfield, N. J. After graduation from high school he got a job with the old Victor Talking Machine Co., moving soon to N. W. Ayer & Son, Philadelphia.

Ayer assignments took him to Detroit, Chicago and then to Battle Creek, Mich., where he opened an Ayer office at the home base of a big account, Kellogg cereals. This background in the packaged goods business has been apparent in the intense WPEN merchandising activities, centered around two major Philadelphia chains—Penn Fruit Co., operating large units, and Frankford Grocers Assn. The latter is starting its 11th year of six weekly WPEN hours.

Mr. Caskey entered broadcasting in 1940 at WFIL Philadelphia, where he was promotion director, business manager and assistant station manager over a seven-year period. Moving to WPEN in 1947, he spent a year as promotion and public relations manager, before the programming assignment was added to his duties. In November 1950 he was named assistant to the president and in 1951 became vice president and general manager.

On the theory that people tune to programs rather than stations, he started hiring personalities on three qualifications—ability to entertain and attract listeners, to sell and move merchandise, and to appear before a live audience. Discouraging recorded announcements, he used personalities who identified themselves with sponsors' products in the minds of listeners.

His faith in radio's ability to hold its own against the competition of tv and other media has encouraged many fellow broadcasters to face competitors with strengthened programming. The 9 p.m.-5 a.m. programming draws an average of 2,500 persons on a weekend alone, and there's generally an SRO jam in the lobby. More important, he adds, is a waiting list for sponsors anxious to get into the all-night schedule.

Mr. Caskey is active in local industry affairs and has served two terms as president of the Philadelphia Radio & Television Broadcasters Assn. He is an elder of the First Presbyterian Church in Haddonfield, trustee of Charles Morris Price School, chairman of the radio-tv committees of the United Community Campaign as well as Junior Baseball Federation, and belongs to numerous professional clubs and societies.

Mr. Caskey was born July 22, 1905, at Crafton, a Pittsburgh suburb. In 1929 he married the former Beatrice D. Willis, a school teacher. At the summer home in Wildwood, N. J., he spends off-duty hours in a 30-ft. Egg Harbor sea skiff.

In his broadcast activity he has been concerned with the potential of fm and for many years has programmed WPEN-FM separately. For some time WPEN-FM was the only am-fm property with fulltime, separate service but the idea has been spreading around Philadelphia.

He believes in hiring the best department heads available, giving them freedom to exploit their ability. These specialists, operating on their own, report to him regularly and are subject to his veto power. He will argue endlessly that quality programming and effective promotion rather than rate-cutting provide the answer to competition from other media.

FAMILY PORTRAIT

TENTH ANNIVERSARY
JANUARY 22 1957

The Channel 5 Family includes
all Southern California viewers and
many top Hollywood personalities

KTLA CHANNEL 5

Represented Nationally by Paul H. Raymer Co., Inc.

HAWKEYE AND THE LAST OF THE MOHICANS

Pre-sold! Everybody loves the stories of **Hawkeye and the Last of the Mohicans,** acclaimed by the Cambridge History of American Literature as "The most memorable character American fiction has given to the world." Here's audience-captivating TV fare for the whole family!

Here's real excitement—the first "Eastern." Here's real action—the rude rough-and-ready frontier reproduced in the original French and Indian War country.

Here's sales for you—but you must act quickly. Your first step to reserve the best markets and to increase sales is to wire or phone TPA collect today. Just say, *"Let's pow-wow now."* We'll set up a private screening of **Hawkeye and the Last of the Mohicans** for you in your own office.

TPA *Television Programs of America, Inc.*

EDWARD SMALL *Chairman* • **MILTON A. GORDON** *President* • **MICHAEL M. SILLERMAN** *Executive Vice-President*

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

Based on James Fenimore Cooper's world-famed "Eastern" frontier action-classic starring
JOHN HART as HAWKEYE · LON CHANEY as CHINGACHGOOK

MONEY-MAKING COMBINATION!

"High-Time"
+
WKMF
+
Flint Women!

FLINT'S HOTTEST MID-MORNING SHOW ON FLINT'S SELLINGEST RADIO STATION IN MICHIGAN'S 2nd LARGEST MARKET!

What a selling team! Stan High's "High Time" . . . and WKMF! "High Time" is Flint's hottest mid-morning radio show. Stan's breezy platter-patter just naturally draws women . . . outdraws all competition in *results!* WKMF's terrific tune-in isn't limited to just "High Time" though. A consistent parade of news, music, sports features keeps WKMF right on top of Flint's listening-list . . . morning, noon and night!

MONEY-*SAVING* COMBINATION—

Save up to 15% by using 2 or more of these powerful KNORR stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

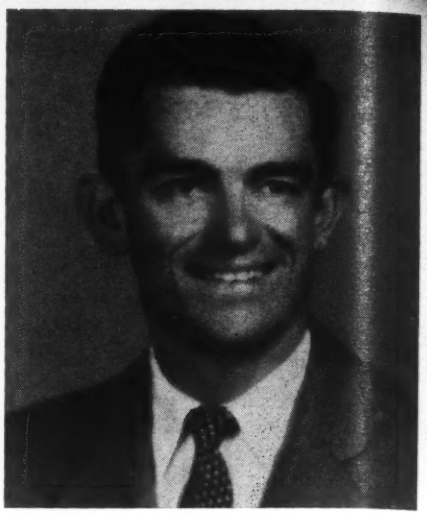
Buy all 4 stations, save 15% . . . buy any 3 stations, save 10% . . . buy any 2 stations, save 5%!

WKMF FLINT, MICHIGAN

Fred A. Knorr, *Pres.* Eldon Garner, *Mg. Director*

Represented by HEADLEY-REED

KNORR BROADCASTING CORP.



ART PICKENS

film maker

MUCH of the credit for planning, merchandising and servicing the syndicated film feature, *Championship Bowling*, along with other top-rated series, belongs to Art Pickens, program director at Walter Schwimmer Co., Chicago-based packager-distributor.

Working under and with Mr. Schwimmer, Mr. Pickens is in charge of all creative departments, responsible for agency sales service and promotion and is recognized as a production wizard as well.

Born in Peoria, Ill., April 12, 1922, young Arthur E. Pickens Jr. moved with his family to California when he was 11. He attended Pasadena High School (1937-38), Pasadena Junior College and the U. of Illinois in 1940-1941, leaving to join the Army Air Force for three years as a gunner on a B-24. In 1945, he returned to Illinois to study journalism and fine arts.

Mr. Pickens joined ABC as a writer in 1946, was appointed producer-writer at Schwimmer & Scott Inc. (now R. Jack Scott) in 1947 and became associated with Malcolm-Howard Adv. agency as tv director in 1949. He joined Walter Schwimmer Co. (then Walter Schwimmer Productions) in 1950 in his present capacity.

Mr. Pickens got in on syndicated bowling's ground floor in 1953 when WNBQ (TV) Chicago's live *Championship Bowling* was converted to film under the guidance of Peter DeMet, Chicago auto dealer. The Schwimmer firm made the series available for syndication and it is now in over 175 markets. Mr. Pickens, as associate producer, represents the Schwimmer distributing firm.

Messrs. Pickens, Schwimmer and DeMet have completed the first cycle of a new one-hour series, *All-Star Golf*. Mr. Pickens also sells and services major agencies and tv stations on *Eddy Arnold Time*, *It's Baby Time* and *Lucky Number Calling* (all tv) under aegis of Walter Schwimmer Co., and *Tello-Test*, *Tune-Test* and *Behind the Story* under the banner of the Schwimmer subsidiary, Radio Features Inc.

The Pickens family—also including wife Jane, Teddy, 6, Scotty, 5, and Terry, 2—lives in Park Forest, a Chicago suburb.

Radio Baltimore

WCAO

After only 8 weeks* is now

1ST in the Oct.-Dec., 1956

HOOPER RADIO AUDIENCE INDEX

in total rated time periods

*On November 10, 1956, WCAO programmed full-time independent with the same proven 24-hours-a-day formula originated and used by WMPS, the number one station in Memphis in Hooper, Metro Pulse, Area Pulse, Nielsen, Hooper Car Radio, and Hooper Business Establishment surveys.

This successful radio programming is also being used by Radio Boston WCOP and Radio Chicago WJJD with the same magnetic audience attraction in those markets. **No gimmicks, no giveaways, no promotions, just solid programming for solid listeners who really listen!**

Keep your eye on these other Plough, Inc., Stations:

Radio Memphis **WMPS** | Radio Boston **WCOP** | Radio Chicago **WJJD**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

Rose-Bowl Winner!

WAFB-TV's Promotion Department did it again . . . won a trip to the 1957 Rose Bowl for doing the best promotion job in the nation on the "Frank Leahy Show". Six times in 19 months, WAFB-TV has finished in the money in promotion contests . . . four "firsts", one "second", one "top four".
Here is the record:

1. **1957 Rose Bowl trip offered by "Frank Leahy Show": WAFB-TV WON IT!**
2. **"The Millionaire" offered $1,000 for best promotion. WAFB-TV WON IT!**
3. **Screen Gems national program promotion contest. WAFB-TV WON IT!**
4. **"Lucy Show" promotion contest. WAFB-TV WON DOUBLE FIRST PRIZE!**
5. **1956 Billboard promotion contest. WAFB-TV's only entry WON SECOND PRIZE!**
6. **1956 "Frank Leahy" contest. WAFB-TV WAS IN "TOP FOUR".**

RATING WINNER, TOO!

The November 1956 ARB gives WAFB-TV 4 out of 5 top programs in the market . . . 20 out of 35 top shows . . . 16 out of 25 top daytime strips.

CBS **WAFB-TV** ABC

affiliated with WAFB, AM-FM

Reps: Blair Television Associates

'First in TV in Baton Rouge'

AWARDS

ATAS Lists 29 Categories For 1956 Tv Emmy Awards

AWARDS committees of The Academy of Television Arts & Sciences have set up 29 categories in which Emmys for achievement in television will be presented for the 1956 year. This represents a reduction from 41 categories in 1955.

Both the nominations for the awards and the actual presentations will be telecast in color by NBC-TV under the co-sponsorship of General Motors Corp. (Oldsmobile Div.), RCA and Whirlpool-Seeger Corp. The nominations will be presented Feb. 16 (9-10:30 p.m. EST) and the presentations March 16 (9-10:30 p.m. EST).

INS Woman Staffer to Get Award

KATHARINE CLARK of the International News Service European staff last week was named winner of the 1956 George R. Holmes award for excellence in INS reporting. Mrs. Clark, who was cited for her eyewitness accounts of the Polish riots and the Hungarian uprising, will receive a gold medal and embossed plaque as part of the award, set up to commemorate the late George R. Holmes, INS Washington bureau chief who died in 1939.

AWARD SHORTS

Studebaker de Mexico, S. A., Mexican subsidiary of Studebaker-Packard Corp., was awarded citation by *Radio Tv,* South American magazine, for "outstanding public service radio program," *Rutus y Ranchos* (Roads and Farms) in Mexico.

Perry Como, NBC-TV personality, named "Man of the Year" by Friars Club and will be cited at Friars' 52nd annual testimonial dinner March 26 at Waldorf-Astoria Hotel, N. Y.

Willis W. Bryan, general manager, Logan Planing Mill Co., Logan, W. Va. received award from WLOG, same city, for the 5,000th broadcast of *The Day in Review,* local fifteen-minute daily news broadcast.

Art Gow, KLZ Denver, received "Outstanding Service to Community" award from South Denver Kiwanis Club for his work in behalf of underprivileged and dependent children.

Dr. Lee deForest, pioneer radio-tv inventor, and **Robert S. Bell,** president of Packard-Bell Electronics Corp., L. A., received honorary degrees of Doctor of Science from Heald College of Engineering, S. F. Mr. deForest was awarded his for "outstanding record of research and development in the electronics field" and Mr. Bell received his for "leadership in development and manufacturing.

John Cooley, WGAY Silver Spring, Md., news editor and announcer, received local Junior Chamber of Commerce's Distinguished Service Award for 1956.

Senior Editor At Work

Rufus Crater, New York bureau chief and senior editor of B•T, pounds pavements, not desks. He spends more time getting information first-hand than he does editing, more hours thinking than writing. Responsible for the news-producingest sector of the radio-television world, he and the staff offer B•T readers the most thorough coverage in the field.

With B•T since 1945, Rufe covered the FCC and Congress, transferred to New York in 1951, and (as he puts it) "with advancing age (38) was named a senior editor in mid-1954."

In addition to news stories and articles for B•T, he's written the radio and tv section of the Encyclopaedia Britannica *Book of the Year* for the past six years.

Most folks in radio-tv start the week with a long look at the 85,000 words Rufus Crater and 29 other full-time professionals compile, edit and publish. Readers get fresh information and advertisers get their money's worth.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N.W.,
Washington 6, D. C.

CAPITAL BOOM . . .

. . . IN SOAP AND CLEANSER SALES!

The nation's capital is really cleaning up these days. The sale of soap and cleanser products has risen a sharp 23% in the past two years.

With soaps and cleansers, a familiar story about Washington is repeated—a story of sales gains significantly greater than those in other leading cities. It's a story that's true in drugs, in home furnishings . . . in just about anything you can name.

Paralleling the Washington growth in soap and cleanser sales is the increasing use of WRC and WRC-TV by advertisers in this category. Over the past two years, advertising of these products on the Washington leadership stations has climbed a big 251%.

Whatever you sell in D.C.—soap or soup, truffles or trifles—do as more and more advertisers are doing every month. Sell with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

Vol. 52, No. 3 JANUARY 21, 1957

FCC ACTS TO CLEAR KEY MARKET V'S

- **CBS gets ch. 11 St. Louis; fourth vhf to be moved in**
- **Third v grants soon for Boston, Miami, Indianapolis**
- **Vhf, deintermixture decisions 'leak' despite precautions**

THE FCC last week grappled with two big projects:

1. To clean up with greatest possible dispatch pending television cases (including deintermixture proposals) which would add needed facilities in a number of major markets.

2. To prevent the action from "leaking" in advance of formal release of the written opinions.

Both happened. A half-dozen important cases were decided. And the results promptly leaked all over the country. Because no FCC action is final until the formal decision is released, constituting "publication" in the legal sense, there is always the possibility that votes can shift, and thus reverse a previous tentative decision. The FCC insists that until the final decision is released the status is simply that of a "straw vote" or of instructions to the staff to write an opinion a given way, subject to approval at a subsequent meeting.

That was the status of last week's actions, taken on Monday and Wednesday. Presumably, they will not be "reviewed" for final action until the full seven-man Commission convenes again on Feb. 6 or thereabouts. Meanwhile, the FCC will meet on non-controversial matters at regular Wednesday sessions, or as called by Chairman George C. McConnaughey.

But the leak situation became so rampant last week that one Commissioner proposed that they announce their decisions immediately after action in skeleton form, with the formal opinions to follow when completed by the Opinions & Review Office—the FCC's final decision writing team.

There was another proposal that the FBI be called in to ferret out who is leaking to whom. Comr. Robert E. Lee is a former FBI official.

Here is what seeped out of Commission meetings last week:

• **St. Louis**—Ch. 11 granted to CBS by a 4-2-1 vote.

• **St. Louis**—Ch. 2 moved from Springfield, Ill., to St. Louis and to be awarded to KTVI (TV) St. Louis (now on ch. 36).

• **New Orleans**—Ch. 12 proposed to be moved to New Orleans and to **Beaumont-Port Arthur, Tex.**; plus ch. 3 to **Lake Charles** or **Lafayette, La.**, and ch. 11 to **Houma, La.** And ch. 4 WWL-TV New Orleans released from its no-construction bind.

• **Peoria, Ill.**—Ch. 8 moved from Peoria to **Rock Island, Ill.**

• **Miami, Fla.**—Straw vote reportedly

NEW LOOK FOR 14 TV MARKETS—IF FCC VOTES HOLD

THE STATUS of those cities where the Commission has moved, more or less definitely, is shown below.

St. Louis—Present stations operating are ch. 4 KWK-TV, ch. 5 KSD-TV, educational ch. 9 KETC (TV), and ch. 36 KTVI (TV). Ch. 2 is proposed to be moved in from Springfield, Ill., for KTVI. Ch. 11 is scheduled to be granted to CBS.

Springfield, Ill.—WMAY-TV holds a cp for ch. 2 (which is scheduled to be moved to St. Louis), and WICS (TV) is operating on ch. 20. WMAY-TV is scheduled to be given ch. 36 (from St. Louis).

New Orleans—Has two stations operating: ch. 6 WDSU-TV and ch. 20 WJMR-TV. The other vhf, ch. 4 is held by WWL-TV, not on the air yet. Grants are held by educational ch. 8 WYES (TV) and commercial ch. 26 WCKG (TV) and ch. 32 WWEZ-TV. Commission's disposition apparently is to add ch. 12 to give the city three commercial vhf outlets and to remove the condition on the WWL-TV grant.

Beaumont-Port Arthur—KFDM-TV is operating on ch. 6; KBMT (TV) holds a construction permit for ch. 31. Port Arthur ch. 4 scheduled to go to Port Arthur College. Commission proposes to move ch. 12 to this area.

Lake Charles, La.—KPLC-TV is operating on ch. 7; KTAG (TV) operates on ch. 25. Commission proposes to move ch. 3 to Lake Charles or Lafayette, La.

Lafayette, La.—KLFY-TV operates on ch. 10. Commission proposes to move ch. 3 to Lafayette or Lake Charles, La.

Houma, La.—Ch. 30, ungranted and unsought, is allocated there. FCC proposes to allocate ch. 11 to Houma.

Peoria—WEEK-TV on ch. 43 and WTVH (TV) on ch. 19 are operating. WIRL-TV holds grant for ch. 8, but is prohibited from building. FCC proposed to move ch. 8 to Rock Island area, give WIRL-TV ch. 25.

Rock Island, Ill.—WHBF-TV operates on ch. 4. Commission is moving to put ch. 8 in Rock Island from Peoria.

Hartford, Conn.—WHCT (TV) on ch. 18 is operating. WTIC holds grant for ch. 3 but is prohibited from building. FCC action denying proposal to move ch. 3 to Providence, R. I., area would mean WTIC could begin building.

Miami, Fla.—WTVJ (TV) on ch. 4, WCKT (TV) on ch. 7, educational WTHS-TV on ch. 2, WGBS-TV on ch. 23 and WITV (TV) on ch. 17 are operating. WMFL (TV) holds a grant for ch. 33. Commission has still to make a final grant for ch. 10 (National Airlines subsidiary Public Services Tv Inc. is favored, but WKAT Miami was recommended in initial decision). FCC also proposes to add ch. 6 to Miami.

Boston, Mass.—WBZ-TV on ch. 4, WNAC-TV on ch. 7 and educational WGBH-TV on ch. 2 are operating. Some service is supplied by ch. 9 WMUR-TV Manchester, N. H. Holding grants are ch. 38 WXEL (TV) and ch. 44 WJDW (TV). Commission leans to issuing final grant of ch. 5 to WHDH Boston.

Seattle, Wash.—Operating are KOMO-TV on ch. 4, KING-TV on ch. 5, KTNT-TV on ch. 11, KTVW (TV) on ch. 13 and educational KCTS (TV) on ch. 9. FCC appears ready to grant ch. 7 to KIRO that city.

Indianapolis, Ind.—Operating are WFBM-TV on ch. 6, WISH-TV on ch. 8 and WTTV (TV) Bloomington, Ind., on ch. 4. The FCC seems ready to assign ch. 13 to Crosley Broadcasting Co.

taken, indicating National Airlines as winner in four-way contest for ch. 10 but with question of policy raised by Sen. A. S. Mike Monroney (D-Okla.) over airline ownership of tv presumably yet to be resolved.

• **Hartford, Conn.**—Ch. 3 to stay in Hartford.

Other tv cases where the FCC in the last few weeks has issued tentative instructions or where a straw vote has indicated its leanings—according to general knowledge:

• **Boston**—Ch. 5 to WHDH Boston.

• **Seattle**—Ch. 7 to KIRO Seattle.

• **Indianapolis**—Ch. 13 to Crosley.

Tv comparative hearing cases still awaiting FCC action are Orlando, Fla., ch. 9; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13, and Casper, Wyo., ch. 6.

Consideration of the so-called Craven plan—proposed by FCC Comr. T. A. M. Craven last month [B•T, Dec. 24, 1956]—was deferred pending the completion of action on the present deintermixture proposals.

Comr. Craven's plan calls for the deletion of the table of allocations. This would immediately free the vhf educational reservations in such cities as Tampa-St. Petersburg, Little Rock, Des Moines, Sacramento, Dallas-Fort Worth, etc., for anyone to apply (both commercial and educational entities). It also would permit, it is believed, the use of a number of vhf channels in significant markets—via the application route and maintaining existing mileage separation criteria. Through engineering studies it has been determined that additional vhf channels might be usable in such markets as Hartford, New Haven or Providence, Birmingham, Oklahoma City, Evansville, Louisville, Jacksonville, Mobile and Portland, Me. But these would entail "voluntary" shifts of a number of existing vhf stations.

The Commission's agreement to postpone active consideration of the Craven plan was predicated on the belief that its adoption would wash out the deintermixture proposals. It was felt, it is understood, that it would be more prudent to finish the deintermixture cases before taking up a nationwide plan.

Details of the Commission's tentative actions last week:

St. Louis—A majority of four commissioners voted to grant ch. 11 to CBS, in line with the examiner's recommendations in that hotly contested four-applicant case. Other applicants are Broadcast House, which once operated ch. 36 KTSM-TV St. Louis, 220 Television Inc. and St. Louis Telecast Inc. (WEW).

With only two dissents, the Commission tentatively decided to move ch. 2 from Springfield, Ill., to St. Louis and at the same time to issue a show cause order to award that vhf channel to KTVI (TV) St. Louis. KTVI now operates on ch. 36, but was originally granted ch. 54 in Belleville, Ill. (in the St. Louis area) under the call WTVI (TV). The Commission also is reported to have decided to issue a show cause order to move ch. 36 to the present holder of ch. 2 in Springfield, WMAY-TV. WMAY-TV received the ch. 2 grant last June, but was prohibited from building until the outcome of the deintermixture proceeding.

DE-MIXES YET TO GO

WHEN the FCC undertakes its second go-round on deintermixture—early in February, it is understood—the next batch of cases to be considered probably will be: Madison, Wis.; Evansville, Ind.; Fresno, Calif.; Albany, N. Y., and Elmira, N. Y.

Present proposals look to (1) changing educational reservation in Madison from ch. 21 to ch. 3 (now used by WISC-TV there); (2) changing educational reservation in Evansville from ch. 56 to ch. 7 (now used by WTVW [TV] there); (3) moving ch. 12 (now held by KFRE-TV Fresno) from Fresno to Santa Barbara, Calif.; (4) deleting ch. 10 from Vail Mills, N. Y. (outside Albany), leaving only one vhf channel in area (WRGB [TV] Schenectady), and (5) deleting ch. 9 from Elmira. Except for Albany, these moves would make the areas all commercial uhf.

After those five are taken care of, these are the remaining deintermixture proposals: (a) Add ch. 13 to Norfolk, Va., from New Bern, N. C.; (b) add ch. 4 to Charleston, S. C., and move ch. 5 to Columbia, S. C.; (c) switch educational reservation in Duluth, Minn.-Superior, Wis., from ch. 32 to ch. 8, and (d) add ch. 6 to Miami, Fla. This would make these markets predominantly vhf.

New Orleans—The FCC asked for comments by Feb. 8 on proposals to add ch. 12 to New Orleans and to Beaumont-Port Arthur, Tex.; ch. 3 to Lake Charles, La.; ch. 11 to Houma, La.; the request of KTAG-TV Lake Charles (on ch. 25) to be ordered to move to ch. 3; to conflicting proposals to add ch. 3 to Lafayette, La., and to add ch. 12 to Lake Charles, La.

The Commission's original proposal would have moved ch. 4 from New Orleans to Mobile, Ala.; with a counter-proposal that ch. 6 be also moved out of New Orleans. Ch. 6 is now used by WDSU-TV. WWL New Orleans received the ch. 4 grant last July, but construction was prohibited until the deintermixture proposals were made final one way or the other.

The vote in the New Orleans proposed move was 5 to 2; in the other moves the votes were unanimous.

The New Orleans decision was made public by Rep. Hale Boggs (D-La.) last Monday night and front-paged in the *New Orleans Times-Picayune* of Jan. 15. According to the newspaper story attributed to Rep. Boggs, the FCC was to announce on Tuesday of last week that ch. 12 had been added to New Orleans and that there would be no deintermixture in that city. Rep. Boggs also was quoted as stating that new stations on chs. 4 and 12 were assured and would probably be on the air "within the next few months."

The next day a joint statement was issued by Reps. Boggs and F. Edward Herbert (D-La.), both New Orleans congressmen, which restated the situation in these words:

"We are most confident that the FCC will assign ch. 12 to New Orleans and remove the freeze on ch. 4 and the threat to ch. 6 in the very near future. We are informed this decision will be announced on Feb. 5. If it is so announced it will give New Orleans adequate and complete tv coverage and will mean that the effort to convert our community into a uhf area has been rejected by the Commission. It also will mean the FCC has granted the relief which we requested in formal briefs filed in November 1956."

Peoria—The action to move Peoria's ch. 8 to Rock Island, Ill., came on a 4 to 3 vote. Peoria's ch. 8 was granted to WIRL that city last June, but WIRL was forbidden to begin construction until the deintermixture proceeding was completed. In the FCC's proposed deintermixture notice, it was suggested that ch. 25 be allocated to Peoria. Presumably this uhf facility would be given to WIRL and it would be given approval to begin building.

Hartford—The proposal to move Hartford's ch. 3 to the Providence, R. I., area was turned down by a narrow 4 to 3 vote. The Connecticut vhf channel is held by WTIC Hartford, granted last July but conditioned also on no construction until the deintermixture proceeding was resolved. If the FCC lines hold firm, WTIC should be authorized to begin construction on the vhf band. Still pending, however, is a petition of Hartford Telecasters Inc. for reconsideration of the grant to WTIC.

Miami—Disposition of the ch. 10 Miami case is reportedly slated for the FCC's next full meeting Feb. 6, but a decision has been written for Public Service Tv., a subsidiary of National Airlines. Sen. Monroney (see page 94) had asked the FCC to defer action until his Senate Commerce Aviation Subcommittee could investigate the propriety of airline ownership of tv stations. The examiner's initial decision, issued in March 1955, favored WKAT Miami. Other applicants for the vhf outlet are WCKY Cincinnati and North Dade Video (a group of local businessmen).

The last obstacle to nailing down the 1956 grant of Miami's ch. 7 to Biscayne Television Inc. evaporated last week when a unanimous federal appeals court upheld the grant. Acting on an appeal by ch. 17 WITV (TV) Fort Lauderdale, the court

WISC-TV APPEALS

WISC-TV Madison challenged the deintermixture proposals last week in the U. S. Court of Appeals, Washington.

It appealed specifically from the FCC's action last November denying the Madison ch. 3 station's petition seeking reconsideration of the Commission's June 1956 deintermixture rule-making proposals.

WISC-TV claimed that before the FCC issued the unscrambling proposals, it should have held a full rule-making policy hearing.

ruled that the FCC was right in denying a WITV petition to hold up issuing any grant in either Miami's ch. 7 or ch. 10 cases. WITV sought to stay the grants until the then pending deintermixture proceedings were completed.

The appeals court decision was written by Circuit Judge Charles Fahy, for himself and Judges Wilbur K. Miller and John A. Danaher. The court held that the Miami case was similar to the Corpus Christi case, decided last year. In that case, the court ruled that the FCC had the power to continue making vhf grants even though it was considering deintermixture in that city.

Biscayne operates WCKR and WCKT (TV) and is an amalgamation of James Cox (*Miami News*) and John S. Knight (*Miami Herald*) interests, with Nile Trammell, former NBC president, owning a 15% balance.

Boston—The Boston ch. 5 comparative hearing is among four applicants, with Greater Boston Tv Corp. (local interests, some of whom identified with WORL Boston) favored in a Jan. 1956 initial decision. Other applicants are Allen B. DuMont Labs., Massachusetts Bay Telecasters Inc. (local interests) and WHDH Boston. It is reliably understood that by a vote of 4 to 1, with two commissioners not participating, the Commission favored making the ch. 5 grant to WHDH (Boston *Herald-Traveler*).

Seattle—KIRO has been favored twice for ch. 7 by a hearing examiner's recommendations and is understood to be likewise favored by a strong majority of the Commission. Other applicants are KXA and KVI Seattle. This case has gone through two hearings—the second ordered by the FCC to take testimony regarding qualifications of Saul Haas, one of KIRO principals.

Indianapolis—Four applicants are vying for ch. 13. An initial decision in June 1955 favored Mid-West Tv Corp. (local interests). Other applicants are WIRE and WIBC Indianapolis and Crosley (WLW and WLWT [TV] Cincinnati, WLWC [TV] Columbus and WLWD [TV] Dayton, all Ohio and WLWA [TV] Atlanta, Ga.) Prevailing sentiment at the Commission is disposed to make the grant to Crosley.

Other pending tv hearing cases—

In Orlando, Fla., WORZ Orlando holds an initial decision for a ch. 9 grant. Opposing is WLOF that city. Majority control of WLOF would be held by Harris H. Thomson, if FCC approves of his purchase of John H. Kluge's 37% (see story page 92).

In Buffalo, N. Y., the three-party Great Lakes Tv Inc. holds an initial decision for ch. 7 there. Great Lakes is owned equally by principals associated with the *Buffalo Courier-Express*, WSTV Inc. (Berkman-Laux interests) and WKAL Rome-WKTV (TV) Utica, N. Y. Other applicants are WKBW Buffalo and Leon Wyszatycki under the name Greater Erie Broadcasting Co.

In Biloxi, WVMI that city won an examiner's initial decision for ch. 13 twice. Its opposition is the same city's WLOX.

In Casper, an examiner only last week recommended the ch. 6 grant to Donald Lewis Hathaway, following the withdrawal of competing Casper Mt. Tv Corp. (see story page 91).

THERE'S A MINT IN TELEVISION, BUT DON'T TAKE WOODEN NICKELS

A SPOKESMAN for one of tv's most successful advertisers—Revlon Inc.—described last week how the cosmetic firm continually discovered a "retail gold rush following announcements" on its programs.

Revlon has enjoyed a consistent success for its some 30 products primarily through the popularity of its veteran the *$64,000 Question*, followed about a year later on CBS-TV by another quiz program, the *$64,000 Challenge*.

While Revlon's vice president George Abrams praised tv Tuesday at the timebuying and selling seminar held in New York by The Radio & Television Executives Society, he also had a warning for "neophyte" advertisers.

These, he said, are advertisers who are taking their first "plunge" into the medium, uncertain as to whether it is "glamor" or "coverage" (or perhaps both) they seek from tv.

"While television is dynamic," he asserted, "it is not 'right' for every advertiser." And as advice to the neopyhtes, Mr. Abrams cautioned: "Don't buy television until you learn as much as possible about the medium."

REVLON'S ABRAMS

Early in his talk, Mr. Abrams pinned down what he considered to be examples of how television "can be a dream and also a nightmare" for the advertiser, by contrasting Philip Morris' experience with *I Love Lucy* (CBS-TV) with that of Revlon's programs.

PM learned, according to Mr. Abrams, that "a top television show doesn't guarantee success at the sales counter." But, he reflected, Revlon found just this success at the sales counter through a top-rated show. In fact, he said, many Revlon products, "isolated" to tv program commercials showed "fantastic results" in retail shops. The day after a tv commercial for a Revlon product was shown on CBS-TV, he recalled that Stern's Department Store in New York put up a huge sign with arrow on the street floor which read "this way to the Revlon counter."

Mr. Abrams' talk was titled, "A Frank Look at Television."

In warning the tv newcomer, Mr. Abrams cautioned that there are two different "prices" in big-time television—the "going price" (what it takes to stay on television) and the "differential price" (what it takes to get something out of television).

At another point in his talk, Mr. Abrams asserted: "Lousy programs can only produce lousy ratings." To drive his point home, he specifically mentioned Revlon's program failure—*Can Do* which had a short-lived stay recently on NBC-TV. Of programs, he said he wanted to emphasize they "are expensive enough" but "not always good enough."

Even with good shows, he continued, tv still can be a pitfall for the advertiser. The "good shows" oftentimes encourage competing networks to program strong against them and thus divide the audience. A period of "neutralization" he called it. This, he said, "may satisfy the networks but not the advertiser." After an advertiser in effect has purchased an audience with a good show, he suddenly finds he has "the same show with half of the audience."

Tv's Strong Points

But, Mr. Abrams emphasized, Revlon had no complaint with television. These, he said, are the big plusses of television:

- It has motion—demonstration . . . "live and believable action"—that is not present in any other medium. He noted that Revlon had a sales increase of 400% for just one of its products after live tv commercial exposure (see story, page 38).
- It has intimacy—"nothing but real life is so close to a viewer . . . tv is salesmanship in the home on the closest basis."

In expanding his advice to advertisers to get to know the medium better before "plunging," Mr. Abrams asserted that Revlon had spent $5 million in "mediocre programs" in time before its "hit" came along. And, he said, the firm continues experimentation for "bigger and better programs."

For the small advertiser, he said, the ideal place in the medium is in spot tv. He cited "piggy back" positions on major network shows as an advantage in providing a ready-made audience. The spot advertiser, Mr. Abrams said, sacrifices prestige "but it can have coverage."

In all of eight years study and experience with television, Mr. Abrams said he had yet to see "a failure" in spot television. But, he declared, spot television has its "weak spots" and advertisers should consider them:

- There is a need for "good" availabilities.
- There is a danger in buying if the adver-

tiser is not watching the competition (that is, against what programming his spot is placed in a market). In this connection, Mr. Abrams pointed to the emergence of feature film which has been drawing big audiences in many markets.

• Study the ratings, know what they mean and learn how to read coverage maps.

Mr. Abrams also paid much attention to the importance of selecting the announcer —"pick him carefully as if he is going into the home personally."

'20th Century-Fox Hour' Goes From GE to Revlon

REVLON INC., the cosmetics firm that has achieved phenomenal success with *The $64,000 Question* and the *$64,000 Challenge* on CBS-TV, has purchased a third top tv show on that network.

Agreement was signed Wednesday night for Revlon to pick up the remainder of General Electric Co.'s contract (runs to September) on *20th Century-Fox Hour* which alternates Tuesdays at 10-11 p.m. EST with *U. S. Steel Hour*. GE, it was understood, had been considering either sharing sponsorship of the show with another advertiser, or dropping it.

Revlon told B•T Thursday that no changes in format were contemplated for the program which will be for all of the firm's products (about 30).

Revlon for some time had been searching for an additional tv showcase program. Earlier this season it had planned a program, *The Most Beautiful Girl in The World* on NBC-TV, which fell by the wayside before it went on the air, and later backed *Can Do* which left its Monday 9-9:30 p.m. period after a few weeks.

C. J. La Roche, New York, will be the agency in charge of the program.

Baldwin, Bowers & Strachan Becomes Division of Rumrill

CHARLES L. RUMRILL & Co., Rochester, N. Y., agency has acquired Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., it was announced jointly last week by Charles L. Rumrill and William M. Baldwin, the agencies' presidents.

Baldwin, Bowers & Strachan, which will retain its company name and corporate identity, becomes a division of Rumrill. Mr. Baldwin and Everett L. Bowers will continue to be active; George R. Darcy, vice president of Rumrill, becomes executive vice president and a director of Baldwin and will coordinate activities at both agencies.

The acquisition increases Rumrill's gross billing from about $5.5 million to more than $8 million.

REVLON BUYS MORE BLUE CHIPS

REVLON has a number of broadcast moves in the planning stage, it was revealed last Tuesday by George Abrams, vice president of Revlon, at the Timebuying & Selling Seminar in New York. (See story preceding page.)

Highlights of Mr. Abrams' disclosures of Revlon's thinking—outlined during a question and answer period:

• Revlon expects to go into daytime tv on a "large scale" this year. This is based on findings that 60% of the daytime tv audience is made up of women; the cost per thousand is lower, and there are more availabilities in that period.

• The cosmetics firm will come out in March with two new men's products—Top Brass hair preparation and High and Dry deodorant. The products will be introduced in test markets.

• The firm is testing spot radio this year, planning "very heavy schedules" for new products to be tested in markets. (He noted that Revlon has not been discouraged with the radio medium, although its one-time simulcasting of The *$64,000 Question* brought little in terms of sales results.)

• Spot tv has been used by Revlon to strengthen or reinforce its network tv, and, in fact, the firm is now running 20 spots weekly in Miami Beach, Fla., for its new product, Sunbathe suntan lotion. He said, too, that Revlon has been "evaluating what to add to what we now have" in television. He found spot tv very effective, particularly in markets where Revlon is up against strong competition.

Asked about use of color—what percentage should the advertiser expect to pay over the black-and-white cost for that advertising to be effective—Mr. Abrams noted that the color premium in magazines runs 30 to 50% above black-and-white. "If all things are equal," he thought the advertiser should expect a similar differential in tv but that it "must be correlated to the increase in the number of color tv sets."

During his address, Mr. Abrams showed samples of live and filmed tv commercials (from network programs and filmed spots) illustrating Revlon's approach to the soft sell and the hard sell.

Among the products dealt with in the commercials: Touch and Glow liquid makeup; Love-Pat compact makeup; Silicare hand lotion; Frosted nail enamel, and two soft-sell commercials on color shades—Snow Peach and Rubies (for nail polish and lipstick).

Mr. Abrams noted that Touch and Glow had not been introduced until October 1956, had never been advertised on tv, but had been promoted in magazine color ads. "It had reached a sales plateau," he said. But one month after the tv commercial's appearance, sales increased 300%.

Similarly, Love-Pat had a 400% sales increase after tv exposure, effecting a "revolution in the face makeup market."

Silicare also was a new product introduced last October. As a hand lotion, it was inserted in one of the most competitive fields in the cosmetics line. After its tv introduction (live on network program), it passed even the top product in the field (Jergens hand lotion) in many markets.

He said that one tv commercial, which cost the firm $7,000 to produce, introduced a product that resulted in $1 million in sales returns.

Tv Great as 'Product,' Ad Official Declares

IN LOOKING at tv as a "product," particularly as a "marketable package," the advertiser will find it "great," combining sight, sound, action (and now color) and continuity, according to Edward H. Mahoney, vice president and director of radio and television, Cunningham & Walsh, New York.

Mr. Mahoney's remarks on the medium were contained in a talk Jan. 11 at Pace College in New York City.

One might say, observed Mr. Mahoney, that Ben Franklin discovered electricity with key and kite; Thomas Edison "packaged it" via the incandescent lamp and moving picture machine; Bell and Marconi "distributed it on a wireless basis"; and Dr. [Lee] De Forrest and Dr. [Allen B.] DuMont "repackaged it in the television tube."

In speaking of his own experience with many types of selling projects in tv within the past 10 years, Mr. Mahoney said: "I've seen cases where a product was introduced in new markets of comparable size and type, and where the introduction was done in newspapers only in one market, in radio only in another, and in television only in a third. Sales in the television market were triple what they were in either the radio or the print cities."

Mr. Mahoney warned that the "program area" of tv is "constantly changing"—"The only rule to guarantee the public's attention and loyalty seems to be, 'There is no rule.'" Already, he remarked, the medium has become more sophisticated and competitive from the years when in networking, "it was enough to have a famous comic or supply a collection of famous names to insure the public's tuning in."

He noted that "Hollywood is now competing with Broadway and Europe for the choice attention-getting hours, and incidentally—the choice attention-getting client dollars. The up-to-date advertising agency's television department must consider all sources before deciding how to recommend spending the client's broadcast investment."

Mr. Mahoney also pointed to new tv developments, making of the field a "wonderful challenge and future of communications," such as color tape for shows and commercials and an end to "long, complicated and expensive process of positive-negative emulsion film"; perfection of new picture tubes that will be wide and flat and opening the way to wall-screen tv, and "the wonderful possibility of three-dimensional color television . . . The day may come in the not too distant future when we can create complete full color humans out of some form of ionized or polarized light."

FOOD, TOBACCO TOP SPOT RADIO CLIENTS

- **SRA reports 3rd quarter '56**
- **Says spot billed $33 million**

FOOD AND TOBACCO advertisers accounted for the greatest percentage—amounting in dollars to about $5.8 million and $4.9 million respectively—of an estimated $33,609,000 spent for national spot radio in the third quarter last year.

A percentage breakdown by product category in national spot radio (for July through September) was issued last week for the first time by Station Representatives Assn.

Managing Director Lawrence Webb said the compilations would be issued regularly. SRA plans for its next report—for the fourth quarter last year (October through December)—to be out before the end of next March. He noted that with the experience gained in furnishing the information of this report, the current delay would be eliminated in the future.

The total estimated figure for the third quarter was based on information supplied by member firms to Price Waterhouse Co. which is working with SRA in reporting estimated monthly national spot radio expenditures.

Product leaders in the third quarter, according to their ranking and percentage of the total, included (1) food and grocery, 17.3 percent; (2) tobacco products and supplies, 14.6 percent; (3) automotive, 8.9 percent; (4) drug products, 8.5 percent; (5) ale, beer and wine, 7.8 percent; (6) gasoline and lubricants, 5.8 percent, and (7) cosmetics and toiletries, 5.4 percent.

The full breakdown by product category and percentages of the total, for the third quarter of 1956, follows:

Product Category	Percent
Agriculture	3.8
Ale, beer and wine	7.8
Amusements, entertainment	.7
Automotive	8.9
Building material, fixtures, paints	.6
Clothing and accessories	.4
Confections and soft drinks	2.7
Consumer services	3.1
Cosmetics and toiletries	5.4
Dental products, tooth paste, etc.	.9
Drug products	8.5
Food and grocery products	17.3
Garden supplies and equipment	.3
Gasoline and lubricants	5.8
Hotels, resorts, restaurants	.2
Household cleaners, soaps, polishes, waxes	3.1
Household appliances	.8
Household furnishings	.2
Household laundry	1.2
Household paper products	.3
Household general	1.1
Notions	.1
Pet products	.6
Publications	1.2
Tobacco products and supplies	14.6
Transportation and travel	2.9
Watches, jewelry, cameras	.2
Others:	
Dairy & Margarine products	.5
Finance and insurance	.5
Religious	1.5
Miscellaneous	4.8
Total	100.0

SOFT DRINKS IN BALTIMORE TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product and Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	3	2	8	111
2.	Pabst (Grey)	1	1	1	17

BALTIMORE (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	3	3	19	277
2.	Pepsi-Cola (Kenyon-Eckhardt)	—	2	12½	125
3.	Seven-Up (J. Walter Thompson)	—	1	4	72
4.	Royal Crown Cola (Compton)	—	2	4½	70
5.	Tru Ade Beverages (Beaumont & Hohman)	—	1	1	24
6.	Pabst Soft Drinks (Grey)	1	1	1	12
7.	Popular Club Beverages	—	1	½	4

In the above summary, the monitoring occurred the week ending November 24, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

***"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

****Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

'Kraft Tv Theatre' Renewed

KRAFT FOODS Co., Chicago, through J. Walter Thompson, New York, has renewed its *Kraft Television Theatre* on NBC-TV (Wed., 9-10 p.m. EST) for the 11th consecutive year, it was announced last week by William R. (Billy) Goodheart Jr., NBC-TV sales vice president.

The contract calls for 52-week sponsorship of the colorcast dramatic series (it became the first regular, continuous all-color dramatic program on tv last July 4) through Dec. 25, 1957. Kraft also sponsors a weekly quarter-hour segment on four NBC-TV daytime programs: *Comedy Time, Modern Romances, Matinee Theatre* and *Tic Tac Dough.*

Chief Tv Copy Offenders Pointed Out by Helffrich

AREAS in which tv commercial copy—before continuity acceptance—develop the most "excesses" are those dealing with laxatives, deodorants, antiseptics and general cosmetics, Stockton Helffrich, NBC continuity acceptance director, noted Friday.

Mr. Helffrich spoke at the seminar of the Academy of Tv Arts & Sciences, and is to discuss the topic tomorrow (Tuesday) before the Writers Guild of America East, both in New York.

Copywriters who, according to Mr. Helffrich, "approach laxative advertising as though they were writing a cook's tour of the alimentary canal," are not wholly to blame for the presence of "umpires" such as himself, but said that some executives—from account men to program producers—fail to display "good judgment and common sense."

Mr. Helffrich made the point that network continuity acceptance is more "umpiring" than "censoring," since the department fills in in those instances where "good judgment and common sense" are lacking both in program content or in commercials.

U.S. NOW HAS 38.7 MILLION TV HOMES, B•T ESTIMATES

- **Figure based on saturation survey by U. S. Census Bureau**
- **Federal agency finds tv sets in 76.2% of nation's homes**

THERE are 38.7 million tv homes in the United States as of January 1957, according to a B•T estimate based on the latest tv saturation survey conducted by the U. S. Census Bureau for Advertising Research Foundation.

In a nationwide sample study conducted last August, the federal agency found that "about 76.2% of American households have tv sets." This compares with a figure of 72.8% for February-March 1956 and 67.2% for June 1955.

Taking an accepted estimate of 49.6 million U. S. households as of Jan. 1, 1957, and using a current 78% tv saturation factor, the estimate of 38.7 million tv homes is produced. The 78% current figure is based on the fact that the Census Bureau found an increase from 72.8% to 76.2% saturation between February and August plus the heavy concentration of tv set buying during the last four months of the year.

Number of U. S. households with one or more television sets as of August 1956 rose to 37,410,000 (76.2% of all homes) from 32 million (67%) in June 1955, according to ARF.

Titled "National Survey of Television Sets in the U. S. Households—August 1956," the report is the third issue by ARF on television penetration in U. S. homes. Data for the report was obtained as a supplement to, and in conjunction with, the Current Population Survey conducted by the Census Bureau.

Continuation of Upswing

ARF noted that the increase of more than five million tv households in little more than a year is a continuation of the "rapid growth since 1950 and is equivalent to the total number of television households in that year." Multiple-set television households, ARF pointed out, also have increased, with about 5.5% having two or more sets in August 1956 as compared with 3.5% in June 1955. ARF computed there were an average of 1.06 television sets per tv household in August 1956, and an average of 1.04 sets in June 1955.

The report indicated there were 10,980,000 tv households in the Northeast (84.8% of all households), followed by 11,809,000 in the north central region (79.1%); 9,045,000 in the South (65.4%) and 5,567,000 in the West (74.8%).

ARF asked the Bureau of the Census to obtain the data on television households on behalf of various broadcasting organizations. The cost of obtaining and preparing the report was underwritten by ABC, CBS, NBC, NARTB and TvB.

A fourth survey of television sets in U. S. households is scheduled for April 1957, according to ARF.

In its August survey, made public Wednesday, the bureau showed a more rapid growth of tv households outside metropolitan areas than inside. About 60% of households in rural sections had tv sets last August compared to 55% the previous February. On the other hand, the proportion of households with tv sets inside metropolitan areas increased only from 82% to 84% in the same months.

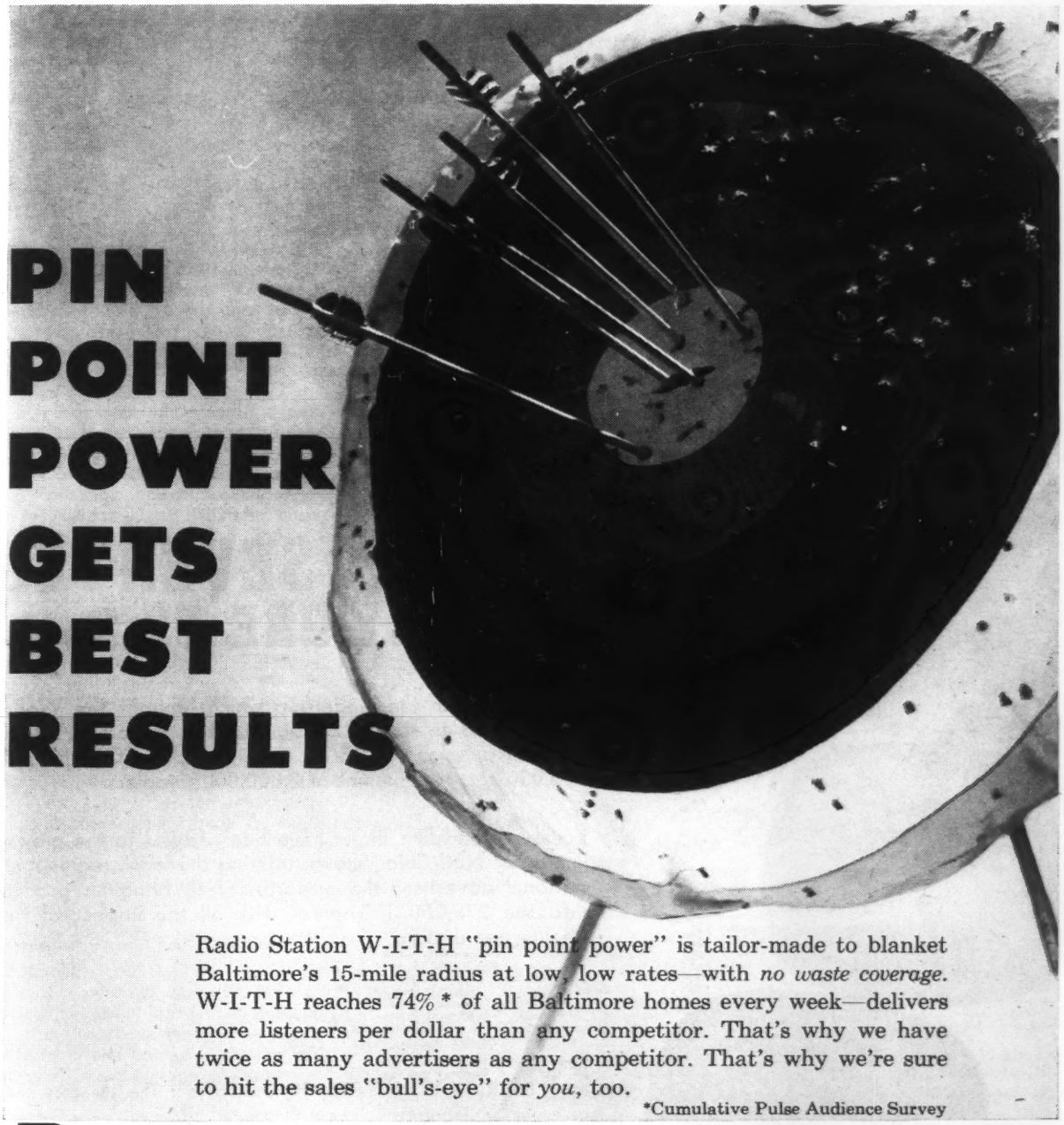
Breakdown of the latest tv household, as released by ARF, follow:

United States Summary, June 1955 to August 1956

	August 1956		February-March 1956		June 1955	
	Number	*Percent*	*Number*	*Percent*	*Number*	*Percent*
TELEVISION STATUS OF HOUSEHOLDS	(000)		(000)		(000)	
Total households	49,150	100.0	48,785	100.0	47,788	100.0
Television households	37,410	76.1	35,495	72.8	32,106	67.2
Non-television households	11,740	23.9	13,290	27.2	15,682	32.8
TELEVISION HOUSEHOLDS BY NUMBER OF SETS						
Total television households	37,410	100.0	35,495	100.0	32,106	100.0
One-set television households	35,350	94.5	33,801	95.2	30,984	96.5
Multiple set television households	2,060	5.5	1,694	4.8	1,122	3.5
TELEVISION SETS IN HOUSEHOLDS						
Total television sets in households	39,568	100.0	37,277	100.0	33,269	100.0
In one-set households	35,350	89.3	33,801	90.7	30,984	93.1
In multiple set households	4,218	10.7	3,476	9.3	2,285	6.9

Average (mean) number of television sets per television households: August 1956, 1.06; February-March 1956, 1.05; June 1955, 1.04.

GOOD EXCUSE to take advantage of facilities of the Los Angeles Open Golf Tournament Jan. 5-7 came to these agency executives and clients (l to r): standing, Cleve Herman, KRCA director sports; Charles F. Mallory, account executive, M. B. Scott Inc., Los Angeles; Miss L. A. Open; agency head M. B. Scott; Jim Wemple, KRCA sales representative; kneeling, Phil Hall, Phil Hall Buick, Hollywood, and Bones Hamilton, Bones Hamilton Buick, San Fernando Valley. Miss L.A. Open is otherwise known as Jayne Mansfield.



PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74% * of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit the sales "bull's-eye" for *you*, too.

*Cumulative Pulse Audience Survey

Buy W-I-T-H

Tom Tinsley
President

R. C. Embry
Vice Pres.

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Another FIRST

IN THE SEVENTEEN Counties WBRE-TV Covers

Consistent with the leadership which brought the World's First Million Watt TV Station to this important section of Pennsylvania, WBRE-TV now provides COLOR to its 320,000 sets in a market of 2,000,000 people.

Local live and film shows have been added to the growing line-up of NBC Color Shows, offering the local, regional and national advertiser the opportunity to bring his products into the 275,000 TV homes with all the impact of their beauty and design.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.

AAAA ADVERTISING COMPLAINTS STEADILY DECLINE DURING DECADE

AGENCIES are finding less to complain about in their competitors' work.

This was made evident last week as the American Assn. of Advertising Agencies released a 10th anniversary report of the activities of its Interchange of Opinion on Objectionable Advertising.

Moreover, their complaints about one another's advertising has been relatively low throughout the 10-year span—A total of something over 1,800 complaints in the decade, or an average of 180 a year. In 1955 there were 62, as compared to 172 in 1954 and 186 in 1953. In the "peak" year of 1947 there were 268.

Ads in newspapers and magazines were the targets of approximately two-thirds of all the complaints, officials said, while those on radio-tv plus all other media accounted for the remaining one-third. Arthur E. Tatham of Tatham-Laird, Chicago, chairman of the AAAA Committee on Improvement of Advertising Content, which supervises the interchange, said it should not be presumed from these figures, however, that two-thirds of all objectionable ads are in magazines and newspapers. It is "mechanically" easier to complain about a print ad, he maintained, because it can be torn out and submitted easily, while in radio-tv it is more difficult to get the basic information together.

The figures on complaints counted all those received, whether they were justified or not. Since July 1954, the interchange committee has been passing upon the validity or seriousness of the complaints received. Of 147 complaints processed since that time, 112—or 76%—were adjudged unjustified or not serious.

Misleading Copy Chief Complaint

Approximately one-third of the complaints were based on charges that the copy was misleading; about one-fourth were on grounds that the advertising was suggestive or otherwise in bad taste, and the rest fell into the miscellaneous group of "otherwise harmful to advertising."

The interchange was set up to be "a fair, voluntary but effective method for agency self-regulation of advertising." Any agency may complain about any advertisement or commercial which it deems offensive to the public or harmful to the advertising profession in any way. The agency or agency member making the complaint is kept anonymous.

At first the committee merely forwarded the complaint to the agency responsible for the advertisement being complained about. In mid-1954, however, a new system was adopted whereby the committee, before forwarding the complaint, circulates it among the committee members for their own views on whether it is justified or not. The committee's vote is then sent along with the complaint to the agency that originated the ad, and if the committee disagrees with the complaint, that fact is reported to the complaining agency as well.

The interchange is concerned primarily with advertising which, while it may be within the law, is considered objectionable or offensive to the public—involving bad taste, for example, or suggestiveness, misleading exaggeration, and the like. It does not duplicate the work of the Federal Trade Commission or other existing regulatory bodies which have authority to deal with advertising that is deliberately false, unfair, or otherwise illegal.

In summing up the committee's 10 years of operations, Mr. Tatham offered these highlights:

The 1,800 complaints received by the interchange were against a total of 395 agencies (or about 10% of all agencies in the U. S.).

Since all complaints against a particular ad or campaign were counted separately, the number of advertisements questioned would be even less than 1,800 in 10 years.

Ten agencies accounted for approximately one-third of all complaints, and 24 agencies have averaged a complaint a year over the 10-year period.

When they're the target of complaints, agencies' first reaction usually is to rise up in their own defense, but rarely do they fail in the long run to try to correct the offending copy. At least one agency resigned an account because the client insisted on continuing the advertising that had been deemed objectionable. In only four cases did the agency report that the advertising content was out of its control.

Drug and pharmaceutical advertising drew the largest number of complaints (371). Clothing advertising was second with 130, and appliances third with 128.

Incidence of complaints about advertising in other categories: food 123, home furnishings 108, tobacco 106, film-theatre-sports events 75, automotive 74, alcoholic beverages 64, soaps and detergents 62, machinery 55, books and publications 51, institutional advertising 47, construction materials 41, trade services 33, health appliances and services 29, transportation 29, fuel 25, religious institutions 15, schools 9, government advertising 3. (There was no classification covering the advertising of radio-tv programs. One AAAA executive said he did not think there had ever been such a complaint).

The 10th anniversary report—the first report ever issued publicly on interchange activities—noted that "no program for voluntary discipline is ever 100% effective but evidence is mounting to show that the interchange is becoming increasingly effective over the years."

In its operation, the committee cooperates

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING DECEMBER 8, 1956

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week			(Average for All Programs)				(619)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun.. 6:30-7	1,428
2.	Henry J. Taylor	General Motors	Kudner	NBC	188	Mon., 8-8:15	1,428
3.	Dragnet	Anahist	Ted Bates	NBC	188	Tues., 8-8:30	1,381
		Carter	Ted Bates				
4.	Great Gildersleeve	Anahist	Ted Bates	NBC	188	Thurs., 8-8:30	1,286
5.	People Are Funny	Anahist	Ted Bates	NBC	188	Wed., 8-8:30	1,238
6.	Cavalcade of Sports	Gillette	Maxon	NBC	188	Fri., 10-10:35	1,238
7.	Telephone Hour	Bell Telephone	N. W. Ayer	NBC	185	Mon., 9-9:30	1,143
8.	Official Detective	Participating sponsors	and agencies	MBS	452	Thurs., 8-8:30	1,095
9.	News from NBC	Brown & Williamson	Ted Bates	NBC	188	Tues., 8:30-8:35	905
10.	Counter-Spy	Participating sponsors	and agencies	MBS	451	Fri., 8-8:30	905
Evening, Multi-Weekly			(Average for All Programs)				(809)
1.	News of The World	Miles Labs	Geoffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,667
2.	Lowell Thomas	United Service Div. General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,571
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,381
Weekday			(Average for All Programs)				(1,143)
1.	Helen Trent (1st Half)	Carter	Ted Bates	CBS	188	Mon., Wed., 12:30-45	1,905
2.	Young Dr. Malone (2nd half)	Mentholatum	J. Walter Thompson	CBS	186	Wed. Wk 2-1:30-45	1,809
3.	Young Dr. Malone (1st half)	Toni	North Adv.	CBS	186	Wed., Fri., 1:30-45	1,762
4.	Helen Trent (1st half)	Toni	North Adv.	CBS	188	Tues., Thurs. 12:30-45	1,762
5.	Our Gal Sunday (2nd half)	Mentholatum	J. Walter Thompson	CBS	188	Fri., Wk 2, 12:45-1	1,667
6.	Ma Perkins (1st half)	Lipton	Young & Rubicam	CBS	191	Wk 1, 1:15-1:30	1,667
7.	Helen Trent (1st half)	Ex-Lax	Warwick & Legler	CBS	193	Fri., 12:30-45	1,667
8.	Helen Trent (2nd half)	Mentholatum	J. Walter Thompson	CBS	186	Tues., Thurs., Wk 2-12:30-45	1,619
9.	Our Gal Sunday (1st half)	Colgate-Palmolive	Ted Bates	CBS	188	alt. days, 12:45-1	1,619
10.	Backstage Wife (2nd half)	Standard Brands	Ted Bates	CBS	192	Tues., Wed., Fri., 12:15-30	1,571
Day, Sunday			(Average for All Programs)				(429)
1.	Jack Benny Christmas Show	Insurance Co. of North America	N. W. Ayer	CBS	195	Sun.	1,619
2.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-2	1,333
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	1,000
Day, Saturday			(Average for All Programs)				(762)
1.	USC vs Notre Dame Football	Pontiac	MacManus, John & Adams	MBS	530	Sat., approx 1-Concl	3,285
2.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,428
3.	Allan Jackson News	Chevrolet	Campbell-Ewald	CBS	186	Sat., 10-10:05	1,286

informally with media organizations having similar concerns, such as the NARTB Code Review Board, "to encourage them in their efforts and to assure them of the AAAA's interest and moral support." With issuance of the report, AAAA also released copies of letters from NARTB President Harold E. Fellows, Assn. of National Advertisers President Paul B. West, and leaders of other groups commending the interchange for its constructive work.

Court Denies Seaboard Motion For Rewriting of Franco Plaint

A MOTION on the part of Seaboard Drug Co. (Mericin), New York, to demand a rewriting of the original complaint filed against it by Carlos Franco Assoc., New York, in the Franco V. Seaboard breach of contract suit [B•T, Dec. 10, 1956, *et seq.*] was denied last week by N. Y. Supreme Court Justice Samuel H. Hofstadter.

The motion was Seaboard's third in a series of moves to combat the original charge by Franco, which asks $356,718 in damages from the drug manufacturer and $200,000 from Grant Adv., New York, Seaboard's present agency, on charges of promoting the breach of contract. All three motions now have failed.

In his denial, Justice Hofstadter stated that Franco's complaint did not "possess the infirmities" asserted by Seaboard, and that the drug firm should serve its answer by next Thursday.

Slenderella International to Enter Syndicated Radio on NBC Affiliates

ANNOUNCEMENT that Slenderella International, Stamford, Conn., would enter syndicated radio with sponsorship on four NBC basic affiliates [AT DEADLINE, Jan. 14] was made last week by NBC Spot Sales director George S. Dietrich. Slenderella, through Management Assoc. of Connecticut, also Stamford, will sponsor Tex & Jinx McCrary's *New York Close-Up* thrice-weekly 10-minute program for 13 weeks on WRCV Philadelphia, WMAQ Chicago, KOA Denver and KSD St. Louis.

It also was reported that the new McCrary syndication office, headed by Jerome M. Landay, has begun negotiating with two leading syndicators, one in the U. S. and the other in Canada, to handle eventual domestic and foreign licensing and distribution of the capsule interview series in both radio and tv.

U-I Using Spot Tv for Movie

UNIVERSAL - INTERNATIONAL studio, Universal City, Calif., has launched the largest tv spot and magazine campaign in its history on behalf of "Battle Hymn," technicolor cinemascope film which will have its première Feb. 14 in Marietta, Ohio. Starting last week and continuing through Feb. 2, the company is using 260 tv spots in 19 markets, designed to pre-sell the picture to women viewers. The campaign will also use space in 17 magazines.

ADAM YOUNG CLAIMS FLAWS IN NCS NO. 2

- **Cites 'limitations' of study**
- **Tells its 'uses and abuses'**

ADAM YOUNG INC., station representation firm, last week issued an analysis of "limitations" of A. C. Nielsen Co.'s radio Nielsen Coverage Study No. 2, asserting that these alleged shortcomings must be kept in mind by agencies and others making use of it.

Although many stations individually and several station representatives have protested privately that NCS No. 2 shows sizeable cutbacks in radio listenership as compared to NCS No. 1 four years ago [B•T, Dec. 17, 1956], the Young firm apparently is the first to circulate its criticisms both formally and publicly.

Titled "NCS—Its Uses and Abuses," the study asserts that "the recent release by Nielsen of its second national coverage study will undoubtedly create much confusion among those people charged with interpreting the raw data. Advertising agencies will place varying degrees of acceptance and usability on this material."

The "limitations" cited by the Young analysis are these:

1. The study was made in March-May 1956 and accordingly is already seven months old—and out of date insofar as many markets are concerned. "While there are markets in which listening patterns have remained relatively stable over long periods of time," the report asserts, "there are also many markets in which the introduction of new program formats, together with intelligent promotion, have changed the entire audience picture in less than six months. . . . In such dynamic areas the validity and consequently the applicability of NCS No. 2 diminishes rapidly with the passage of time."

2. The 10% cutoff—that is, the practice of crediting a station with coverage of a given county if at least 10% of the radio homes in that county listen to the station at least once a month—appears to be "reasonable," but there are areas where less than 10% coverage is of "great importance" to national advertisers because of the size of the markets involved. Moreover, later audience surveys in certain areas show substantial listenership where NCS No. 2, because of the 10% cutoff, implies none at all.

3. "Intelligent timebuying requires that advertisers know the size (and in many cases the age and sex) of the audience they reach with their program and/or spot announcement," but "NCS No. 2 does not provide this data. Only regularly scheduled rating surveys (Pulse, Hooper, NSI) supply adequate audience data so necessary to the selection of an effective advertising schedule. Only in those markets which are not regularly surveyed by the various rating services could NCS No. 2 be used as a guide to the relative popularity of competing stations."

4. NCS No. 2 does not measure out-of-home listening, although "Nielsen itself has stated that the auto-plus audience can amount to an additional 40% bonus to in-home listening." Further, "it is not realistic to assume that stations enjoy the same relative popularity with auto listeners as with home listeners, since programming on some stations is geared more to the driver's desires than programming on others."

On the basis of these arguments, the analysis conceded that "it might appear that there are no practical uses for the data in NCS No. 2"—but said, "this, of course, is not so."

"If the defects in the 10% cutoff method are overlooked," the study continued, "NCS No. 2 is more useful in defining a station's potential coverage than strict engineering contours" (although "it must be remembered" that with new stations commencing operations and others making program changes, "this coverage pattern for a given market can change in a short period of time").

The Young organization felt that "perhaps the most practical and widespread use of the Nielsen coverage study will be to determine the total audience delivery of stations so that a cost-per-thousand can be computed." It advocated use of the so-called "SRA Formula," developed by Station Representatives Assn. for use in projecting NCS No. 1 data. Widely urged for use also with NCS No. 2 data [B•T, Dec. 17, 1956], the SRA Formula—in simplified terms—divides a station's home-county NCS percentage into its total-area NCS, and the local rating of a program is then projected against the result to get its total-area rating.

JOHN J. ANTHONY does not have a problem. He has signed a new 15-minute weekday series on ABC California radio network with Vita-Life Inc. The show is packaged by Gonda Productions Inc. The 52-week show was placed by Pardee Co. of Hollywood. L to r: Harry Woodworth, ABC Radio, western division; Mr. Anthony; Jack Y. Berman, treasurer, and Leetate Smith, president, both of Vita-Life.

ARB Expands Advertising Office

OPENING of new and larger headquarters this month for its expanded advertiser service department at 341 Madison Ave., New York 17, N.Y., has been announced by the American Research Bureau. Managed by Lorin S. Myers, the department now serves over 40 major national and regional advertisers.

FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2

December ARB Report . . . station share of sets in use

6 P.M. to midnight	WMAR-TV	Station A	Station B	Other
SUNDAY	**57.3**	28.8	12.5	2.2
MONDAY	**49.4**	28.8	20.5	1.3
TUESDAY	**36.1**	22.8	39.6	2.4
WEDNESDAY	**43.1**	27.3	28.2	2.0
THURSDAY	**44.8**	36.9	16.4	2.0
FRIDAY	**40.9**	24.0	33.5	2.8
SATURDAY	**46.8**	31.1	20.7	1.9

December ARB shows these to be choice availabilities

Amos 'n Andy 6 to 6:30 P.M.

	WMAR-TV	Station A	Station B
Monday	**15.8**	10.0	6.4
Tuesday	**16.7**	4.4	13.6
Wednesday	**15.8**	8.3	4.2
Thursday	**17.4**	5.8	4.9
Friday	**13.6**	8.3	4.6

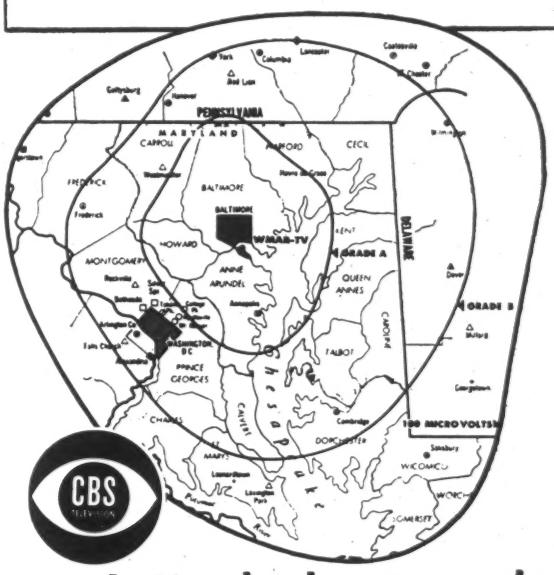
cumulative rating **28.7**

Racket Squad* 6:30 to 6:55 P.M.

	WMAR-TV	Station A	Station B
Monday	**14.5**	6.5	4.4
Tuesday	**19.9**	4.2	2.3
Wednesday	**15.5**	5.3	3.2
Thursday	**17.9**	5.4	2.0
Friday	**17.0**	1.9	1.6

cumulative rating **30.4**

*Currently running in the profitable 6:30 to 6:55 P.M. segment are the following: WATERFRONT, Monday; PUBLIC DEFENDER, Tuesday and Thursday; CITY DETECTIVE, Wednesday; FEDERAL MEN, Friday.



the map tells the story- great sales potential

WMAR-TV's coverage area encompasses more than 2,500,000 homes. In the Baltimore area alone there are over 713,000 television sets*, and Channel 2's signal extends far out into the rich market surrounding the area, thereby providing an added potential for advertisers using WMAR-TV. *Baltimore Television Circulation Committee Report

In Maryland, most people watch WMAR•TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

RCA's Folsom Cites Color Tv's Potential

A WARNING to the effect that many advertisers which fail to recognize the potential of color tv are on a one-way ticket to "obscurity," was voiced Thursday by RCA President Frank M. Folsom in a speech before the Poor Richard Club in Philadelphia.

Mr. Folsom, who on March 1 becomes chairman of the executive committee of RCA (see story, page 62), was honored by the club with the presentation of its gold medal of achievement award.

As expressed by Mr. Folsom: "Its [color tv] influence in design and styling as well as brand acceptance will be revolutionary and we already see this trend in the packaging of products advertised on tv.

"One of the surest and swiftest tickets to obscurity in modern merchandising is to fail to recognize what color television can do.

"Color helps to sell everything from automobiles and appliances, to telephones and candy bars. It is a powerful sales stimulant . . . presents things as they are—reveals distinctive characteristics of everything from packages to fashions and foods, colorful kitchens to cereals, cosmetics and soaps, all of which are made more attractive when identified by their colors."

Mr. Folsom said he was convinced that "there is nothing in the world of fashion that cannot be presented and sold effectively by color television."

He noted that "alert merchandisers already aware of the opportunities" color tv offers have redesigned packages and "tinted their wares to take advantage of the sales appeal and the opportunity for display in the great showroom of color television." That's why, he continued, some cigarette and candy packages, bread wrappers, cereal boxes, canned goods and beverages "have taken on a new look."

While in the past, it took from one to 20 years to establish a brand, profitable distribution and consumer acceptance, the job can now be done "virtually overnight" through color tv with tasteful, hard-selling commercials," Mr. Folsom said. He pointed specifically to new automobile models which today are introduced "colorfully and dramatically" on a national basis via tv in a coordinated sales campaign as contrasted to the former practice of introduction "slowly . . . at automobile shows in big cities and local showrooms throughout the nation."

Color tv, he said, will "effectively accelerate advertising, aid distribution, and stimulate consumption of products . . . making a vast contribution to the national economy . . . and to our standard of living."

Frozen Foods Bank on Radio-Tv

APPROXIMATELY $10 million of an estimated $40 million spent by the frozen food industry in advertising in 1956 was allocated to radio and television, according to a media survey appearing in the December issue of *Quick Frozen Foods* magazine, industry trade publication. Spot announcements formed the bulk of advertising for radio and television during the year, the magazine reported, adding that some of the larger companies plan to sponsor programs in 1957.

Newspaper expenditures for the industry in 1956 were reported to have totaled $14 million, topping all other media.

OFFICIALS of WKMH Detroit, the Faygo Beverage Co. and advertising company representatives look over a new agreement in which hourly newscasts on the half-hour between 6:30 a.m. and 12:30 a.m. will be heard seven days a week throughout 1957. L to r: seated, Fred A. Knorr, president of WKMH; W. B. Doner, president of W. B. Doner Adv. Co.; Morton Feigenson of Faygo Beverage Co.; standing, John J. Carroll, WKMH; Phillip Feigenson, Faygo; Julian Grace, Doner, and Jack Sitta, Michigan Spot Sales Inc.

Ad Firms Invited to Compete For Army Recruiting Contract

ADVERTISING agencies are being invited to submit bids for the national contract for the U. S. Army Recruiting Service for the 1958 fiscal year.

The Department of the Army has begun mailing letters to all listed agencies having a gross billing of $10 million or more, inviting them to compete for the contract.

Negotiations for the new contract for the period July 1, 1957, to June 30, 1958, will be conducted during the next five months. The present contract, held by Dancer-Fitzgerald-Sample Inc. since October 1952, expires June 30.

Menderson Forms Ad-PR Agency

TED MENDERSON, formerly vice president of the Rowe & Wyman Co., Cincinnati, and W. B. Doner & Co., Chicago, has established his own Cincinnati advertising and public relations agency, located in the Rockwood Bldg., 1077 Celestial St.

Appointments to the Menderson Company staff include Sylvia Granick, media director, formerly with Rowe & Wyman Co. and Cecil & Presbrey, and Roger Moore, account executive, who had been with WLWT (TV) Cincinnati, Mr. Menderson announced.

Burton-Dixie Radio Spot Drive To Start on Stations Feb. 11

A SPOT radio campaign in more than 20 markets is planned by Burton-Dixie Corp. (Slumberon, other mattress products), Chicago, starting Feb. 11, it was reported last week. Coverage was described as the heaviest ever devised for Burton-Dixie Corp.

The account is handled by Wesley, Heyne & Cuca, same city, with plans calling for 25-40 spots on at least one station in each of the principal markets purchased by the firm. The drive will be staggered on an eight-weeks-on, eight-weeks-off basis, according to Norman Heyne, principal and radio-tv director of the agency. Station coverage will extend from Toledo to Salt Lake City, including Chicago, Omaha, Houston, Denver, Dallas and others. Spots will provide for local dealer tie-ins.

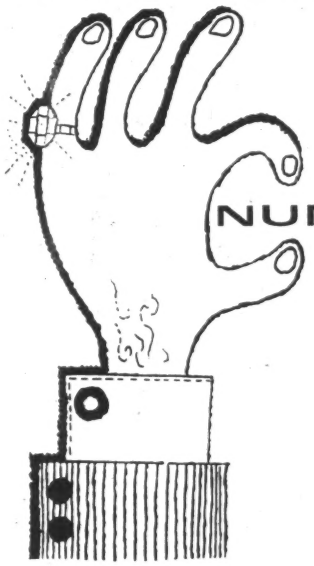
Offer to Trade Per Inquiry Ads Made Street & Smith by WCUE

PER INQUIRY advertising might work both ways, Street & Smith Publications Inc., New York, was advised after it had solicited radio time for *Charm* magazine on a per inquiry basis.

Writing Bertram J. Hauser, of Street & Smith, President Tim Elliot of WCUE Akron, Ohio, countered with this deal:

"We'll prepare plates for a full-page ad to appear in an early issue of *Charm* magazine. (Naturally, we'll pay all mechanical costs involved.) The ad will be aimed at fashion accounts and will invite them to advertise over our facilities. The fashion accounts reading the ad in *Charm* are to mail their orders for radio time directly to you and you in turn are to forward them to us. For each such order received, we'll

KPHO-TV Channel 5 Phoenix



NUMBER 1* Independent Station In the Nation!

Yes, 6 p.m. to midnight, every night of the week, KPHO-TV leads *all* multi-station markets, (4 or more stations), with a 22.1 share of audience! No. 2 station has a 17.2; number 3 station has a 15.0. — LOOK at our position in PHOENIX!

1st in SYNDICATED SHOWS

Highway Patrol (Fri.)	**34.5**	**Highway Patrol (Tues.)**	**21.6**
Station B	30.3	**Science Fiction**	**20.6**
Public Defender	**23.9**	Station B	20.1
Stories of the Century	**22.5**	**Amos 'N' Andy**	**18.7**
Frontier Doctor	**21.0**	Station B	18.7

1st in NEWS PROGRAMS

KPHO-TV 5:30-5:45	**7.8**	Station B 5:00-5:15	6.9
Station B 5:15-5:30 (net)	7.5	Station C 5:45-6:00 (net)	4.6

(10:00-10:45) **M-F**

KPHO-TV 10:00-10:15	**11.4**	Station B 10:30-10:45	5.3

(Only late news programs)

1st in five CHILDREN'S SHOWS

KPHO-TV 4:00-5:00	**15.8**	Station D 4:30-5:00	2.0
		Station C 5:30-6:30	1.0

1st in AFTERNOON AUDIENCES

(NOON-6:00) M-F SHARE

KPHO-TV	**30.0**	Station D	23.4
Station B	28.3	Station C	20.2

1st in LATE MOVIES

(10:00 SIGN-OFF) M-F

KPHO-TV	**7.0**	Station D	5.5
Station C	6.9	Station B	4.8

AND THIS CLOSE TO 1ST in LATE EVENING AUDIENCES

(9:00-12:00) **M-F SHARE**

KPHO-TV	**28.0**	Station C	24.9
Station B	28.1	Station D	19.1

*ARB, Nov. '56

A Meredith Station

KPHO-TV Channel 5 Phoenix

IN PHOENIX	***it's* KPHO and KPHO-TV**	***represented by* The KATZ Agency**
IN OMAHA	***it's* WOW and WOW-TV**	***represented by* BLAIR-TV, Inc.**
IN SYRACUSE	***it's* WHEN and WHEN-TV**	***represented by* The KATZ Agency**
IN KANSAS CITY	***it's* KCMO and KCMO-TV**	***represented by* The KATZ Agency**

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

pay you our standard 15% sales commission. In return for your publishing this ad on a per inquiry basis, we'll accept your solicitation of subscriptions over WCUE on a similar basis."

The Street & Smith proposal suggested its per inquiry announcements would be "particularly good" for use on women's programs in connection with a six-month subscription "at the bargain price of $1." The proposal added, "If your station will use these announcements, Street & Smith Publications Inc. will send you 40 cents on every order that comes in as a result. Listeners are to mail their orders to your station with $1 and you in turn send them to Street & Smith."

Three per inquiry proposals have been offered stations by Edwin A. Kraft Adv. Agency, 439 S. Western Ave., Los Angeles. The accounts are Newhouse Automotive Industries, a handbook; Normalaids, food supplement, and Miracle perennial garden. The Kraft name at one time was associated with per inquiry accounts placed out of Seattle.

Pepsi, Shulton Buy 'Cinderella'

PEPSI-COLA CO., through Kenyon & Eckhardt, and Shulton Inc., through the Wesley Assoc., will sponsor on CBS-TV the first tv original by Richard Rodgers and Oscar Hammerstein II, "Cinderella." Program, which also will mark the first starring role on tv of "My Fair Lady's" Julie Andrews, will be in color and has been scheduled for Sunday, March 31, 8-9:30 p.m. EST.

M-E Executives Meet in N. Y.

MORE than 60 top executives of McCann-Erickson's 36 offices throughout the world were to meet last Friday, Saturday and Sunday in New York to discuss—among other things—the agency's activities in television and to celebrate the move today (Monday) into its new quarters, which will fill the top 14 floors at 485 Lexington Ave.

The move climaxes the climb within the last three years of the agency's billing, with the radio-tv share now estimated at a rate of $100 million a year. The television department will include closed-circuit facilities directly to the networks and outside commercial studios as well as within executive offices.

Leo Burnett Co. Appoints 4

KEY APPOINTMENTS involving planning, media and copy groups were announced last week by Leo Burnett Co. in the agency's Chicago office. William D. Tyler, formerly vice president in charge of copy and vice chairman of Burnett's plans supervisory committee, was promoted to chairman. Other appointments were of John S. Schubert as media buyer, Ben S. Laitin as copy supervisor and Joan M. Wilkie, copywriter.

C-E Appoints Four

THREE NEW vice presidents appointed by Campbell-Ewald, Detroit, were announced last week. They are: Walter McCarthy, with the agency since 1949; Walter W. Selover, with C-E since 1955 and John L. Thornhill, with agency since 1955. Also announced last week was the appointment of Willis B. Parsons, formerly manager of advertising and promotion, ABC, to C-E's New York office, as copywriter.

Harlan & Stedman Agency Opens

HARLAN & STEDMAN ADV., a new agency will open offices at 525 Market St., San Francisco, on March 1. Principals are M. E. Harlan, who founded the M. E. Harlan Advertising Agency in that city in 1924 and had operated it since that date, and Gordon Stedman, vice president and senior copy chief for the San Francisco office of J. Walter Thompson Co.

MAKING its initial use of spot radio, American Express Travelers Cheques has signed for a heavy announcement schedule, through CBS Radio Spot Sales, beginning Monday on WCBS New York, WCAU Philadelphia and WBBM Chicago. Present when the contract was signed were (l to r) Ray H. Kremer, manager of sales development for CBS Radio Spot Sales; James Henderson, Travelers Cheques sales department assistant vice president; Lanny Ross, WCBS personality heard on the commercials; William Stillwell, Benton & Bowles account executive; Donald J. Kelly, American Express advertising manager and assistant vice president, and Gordon F. Hayes, CBS Radio Spot Sales general manager.

NETWORK NEW BUSINESS

North American Philips Co. (Norelco electric shavers), N. Y., will sponsor five-minute sports show on CBS Radio on Monday, Wednesday and Friday (7-7:05 p.m. EST), starting March 18. Agency: C. J. LaRoche, N. Y.

Bon Ami (cleanser), N. Y., through Ruthrauff & Ryan, same city. Has bought Feb. 8 telecast of *West Point* (CBS-TV, Fridays, 8-8:30 p.m. EST) for one-shot show only. Regular sponsor is General Foods Corp., through Benton & Bowles, N. Y.

AGENCY APPOINTMENTS

Servel Inc., Refrigeration Div., Evansville, Ind., names Walker B. Sheriff Inc., Chicago.

Real Gold Co., Redlands, Calif. (citrus shelf concentrates, wine vinegar, grape juice), appoints Hixson & Jorgenson Adv. Inc., L. A.

Ardmore Sales Co. (cosmetics manufacturers), N. Y., and **Yager Drug Co.,** Baltimore appoint Welch, Collins & Mirabile Inc., also Baltimore.

C & C Super Corp., Englewood, N. J., appoints Weiss & Geller, N. Y.

Sweetheart Associated Companies, Bismarck, N. D., appoints John W. Forney Inc., Minneapolis.

A&A SHORTS

Rear Admiral Roy H. Callahan (USN, ret.), president of Olean Industries Inc. (subsidiary of Swan-Finch Oil Corp., N. Y.), elected president of Doeskin Products Inc., same city, continuing to hold Olean presidency. He succeeds **Emanuel Katz,** resigned.

Thomas W. Lapham, associate copy supervisor, Young & Rubicam, N. Y., elected vice president and assistant to agency's president.

Robert Rothschild, vice president, Schivell Hall Adv., N. Y., to Mahoney & Howard Adv., same city, as vice president-account supervisor. **Richard H. Stinnette,** eastern manager in N. Y. for Calif. Fashion Publications, joins Mahoney & Howard as vice president in charge of merchandising-promotion.

Ken R. Dyke, vice president in charge of public relations, Young & Rubicam, N. Y., given new assignment as vice president, International Division, reporting to Harry Enders, vice president and director of division. **Richard Penn** named manager of division group in New York. Mr. Penn was formerly one of founders of Zerbe-Penn, Puerto Rican agency purchased by Y&R.

Kendall J. Mau, L. A. advertising manager of *Collier's*, has been made vice president of Gaynor, Colman, Prentis & Varley, N. Y. agency, and will open west coast office for firm on Feb. 1 at 291 S. La Cienega Blvd., Beverly Hills, Calif.

William Conover, account executive, Kaster, Farrell, Chesley & Clifford, N. Y., to Emil Mogul Co., same city, in similar capacity.

Murray Hysen, project director, research

TIME BUYERS meet the newest member of the club

We hope your first impression is favorable, because she symbolizes you! (Our apologies to the men in the field, but we just thought a woman would be more decorative.) During the coming months, we expect you'll find her confronted with business problems not too different from those you own, and the things she looks for when buying time might easily be the same indices you use. If not, may we submit them for your consideration?

WEMP MILWAUKEE

5000 watt power at 1250 k.c.

KEY ENTERTAINMENT STATION

BIG 7 RADIO PERSONALITIES: Records round the clock . . . 24 hours a day, seven days a week . . .

SPORTS: Live Play-by-play Milwaukee Braves Baseball; U. of Wisconsin Football and Basketball; Green Bay Packer Football; special sports events, 11 sportscasts daily.

32 NEWSCASTS DAILY: Gathered and edited by 6-man WEMP news department from UP news wire, UP sports wire, 2 mobile units, special state correspondents, U. S. Weather wire, Police and Fire Department radio, regular daily telephone contacts.

represented wherever you live by Headley-Reed

department, Geyer Adv., N. Y., to associate research director. **Walter R. Colahan,** head of Geyer research's tabulation group, to manager of media research.

Mortimer Berkowitz Jr., formerly advertising manager of *Woman's Home Companion,* appointed account executive at BBDO, New York.

Robert E. Brandson, district sales manager, Brea Chemicals Inc., to Charles Bowes Adv., Los Angeles, as account executive.

Robert Stock, program-promotion director, Don Lee Broadcasting System, to Clifford Gill Adv., Beverly Hills, Calif., as copy and account executive.

Richard F. Coe, advertising manager, Taft-Pierce Mfg. Co., Woonsocket, R. I., to K. C. Shenton Adv., Hartford, Conn., as account executive for industrial advertisers.

Howard Stapf, Lewin, Williams & Saylor Inc., N. Y., to Paris & Peart Inc., same city, as manager of traffic department.

Lee P. Strahorn, radio-tv producer, to Young & Rubicam, S. F., as director of radio-tv.

Bill Marshall, Western Lithograph, L. A., to BBDO, same city, as art director.

Chester F. Craft, general manager, McCarty Co.'s Chicago office, to Zimmer, Keller & Calvert Inc., Detroit, creative staff.

Donald F. Clemens, account executive, BBDO, Chicago, to Wherry, Baker & Tilden as contact representative on Quaker Oats.

Beaven Ennis, media, Compton Adv., N. Y., to assistant account executive.

Mrs. Hazel N. Bey, Robert S. Risman Adv. Inc., Buffalo, N. Y., appointed office manager. She was formerly associated with Gaskill-Oertel Adv. and was media director for J. Jay Fuller & Staff, both Buffalo.

MRS. BEY

David L. McDonald, sales promotion manager for major appliances, Detroit and Cleveland offices of Westinghouse Electric Corp., move to Pittsburgh as manager of advertising planning for Westinghouse.

Roy I. Ricksham, general advertising manager, Beatrice Foods Co., Chicago, promoted to director of sales-advertising.

Harry Amtmann, advertising-publicity manager, A. G. Spaulding & Bros. (sporting goods), Chicopee, Mass., named director of advertising-promotion.

William A. Macormac, regional operations manager in Philadelphia for Acme Markets of American Stores Co., to sales manager of Storecast Corp. of America, N. Y., supermarket point-of-sale advertising-merchandising system. **Lou Dellera,** Syracuse division manager, to manager of New York and Pennsylvania Acme Markets operations of Storecast's new visual "supravision" medium.

William Kummann, Foote, Cone & Belding, and **Charles Sutorius,** Compton Adv., to Doherty, Clifford, Steers & Shenfield Inc., all N. Y., as art directors.

Harry A. Hamilton, formerly with Hunter & Willhite Adv., Los Angeles, joins Stromberger, LaVene, McKenzie, same city, as radio-tv writer-producer.

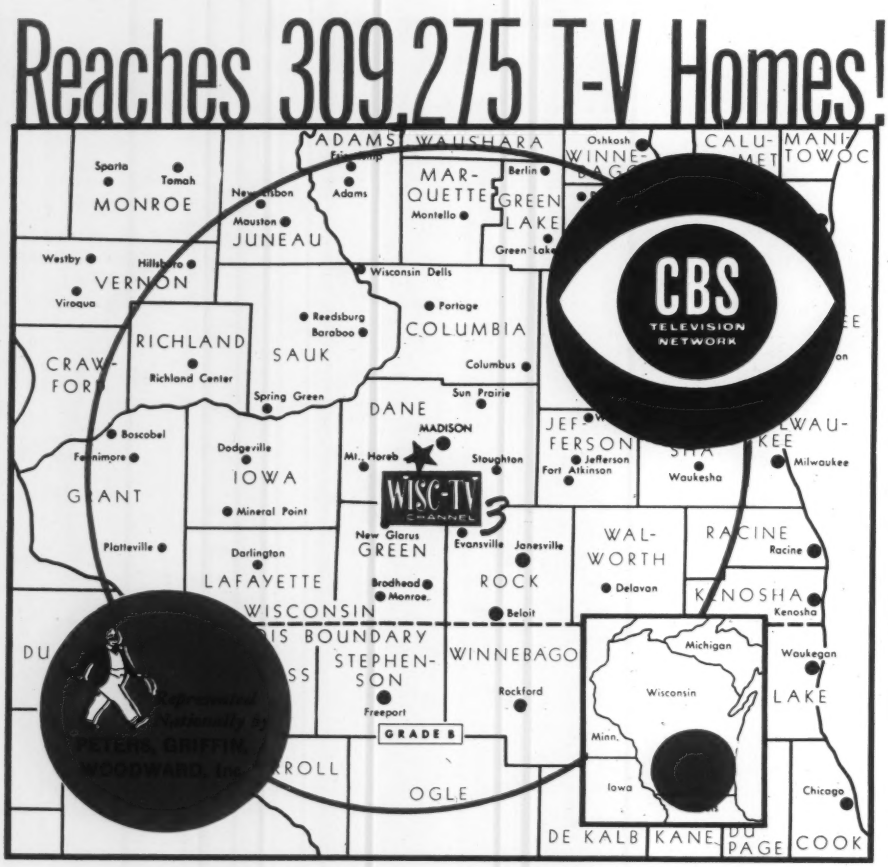
Joseph A. Garkin, account executive-copywriter, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, to copy staff, N. W. Ayer & Son, same city. Also to Ayer as member of San Francisco copy staff: **George L. Parker,** former advertising manager, Theodore Presser Co., Philadelphia retail store.

Florence Ettenberg, formerly assistant editor, *The Village Voice,* N. Y., to Franklin Spier Inc., same city, as copywriter.

Ralph M. Holt, president and treasurer, Holt Hosiery Mills Inc., Burlington, N. C., elected to board of directors, General Cigar Co. (White Owl, Robert Burns), N. Y.

Robert F. Carney, board chairman, Foote, Cone & Belding, re-appointed co-chairman of advertising division for Legal Aid Society's 1957 fund raising drive.

Stephen Suren, timebuyer, Sullivan, Stauffer, Colwell & Bayles, N. Y., father of girl, Barbara Ann, Dec. 28.



IN 30 COUNTIES OF WISCONSIN, IOWA AND ILLINOIS

WISC-TV 3

CHANNEL

MADISON, WISC.

MERCURY LUXURY

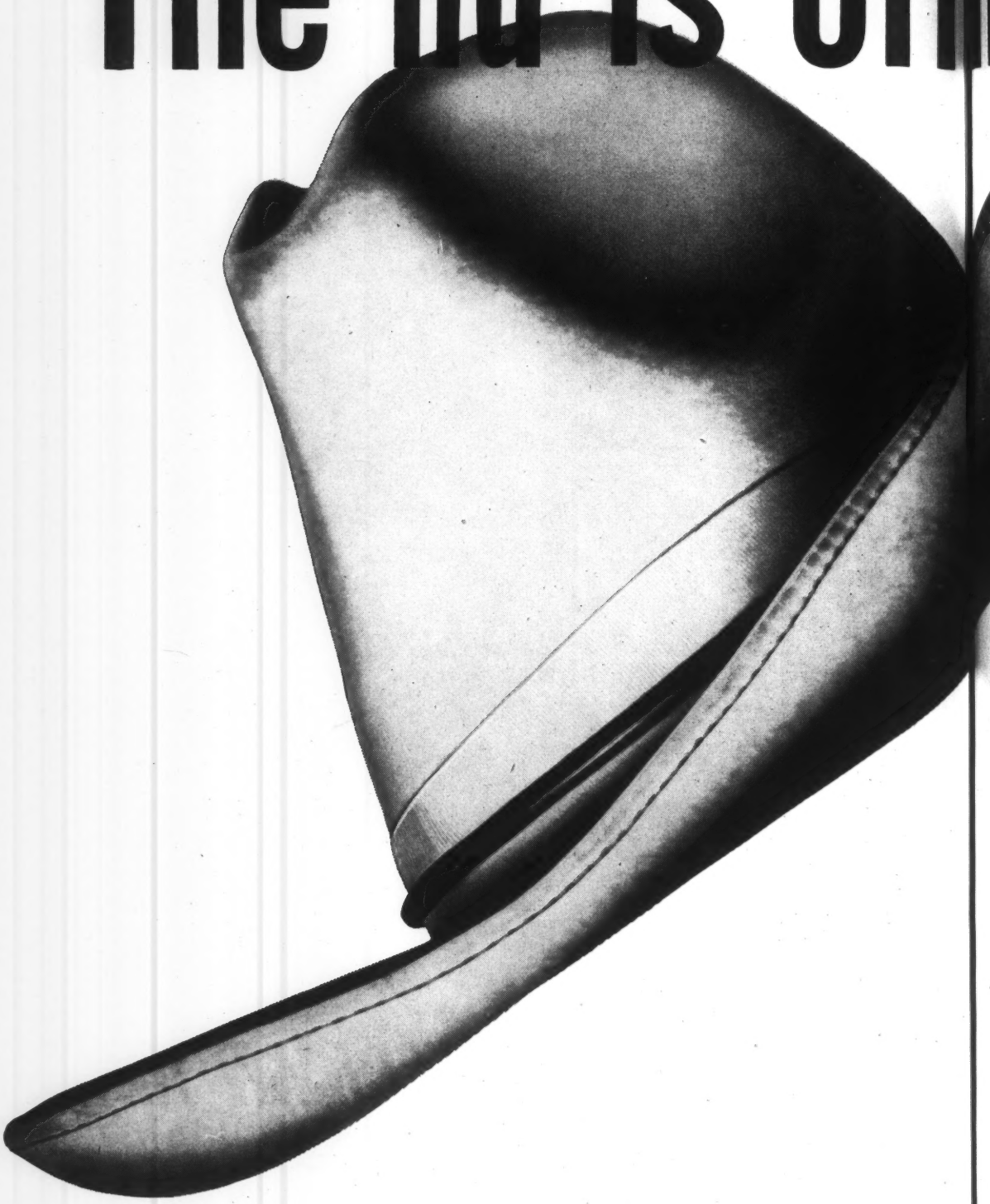
now available in 12 major cities

American Airline's famous Mercury service, formerly available only on New York-Los Angeles nonstop flights, is now extended to include all the cities listed above. Mercury luxury means red carpet service at shipside, reserved seats, superb cuisine—all on the DC•7, world's fastest airliner—and all at no extra fare.

Mercury
AMERICAN AIRLINES

AA AMERICAN AIRLINES
America's Leading Airline

The lid is off



ffn San Antone!

ABC adds KONO-TV... makes San Antonio the nation's newest 3-network market

Now there are *three* in San Antonio! No longer is this major city a two-network market. ABC-TV's newest primary affiliate, KONO-TV, has filled out the network picture in San Antone.

San Antonio is the 71st market to be added to the ABC Television Network in which it has a full-time exclusive affiliate. Now 75.6 per cent of the country's TV homes can see ABC-TV programs "live"—a figure which will definitely grow in 1957.

That's why we couldn't keep it under our Stetsons a minute longer. San Antonio's in *our* corral!

abc
television network

$150 MILLION ANTITRUST SUIT FILED AGAINST RCA, GE, AT&T

- **Philco dubs RCA 'villain' in twin sales of WPTZ (TV)**
- **Charges that RCA forced sale of station 4 years ago**
- **Attacks RCA's patent practices as violating antitrust laws**

RCA was cast in the role of double villain in the twin sales of ch. 3 WPTZ (TV) Philadelphia in the last four years—from Philco Corp. to Westinghouse Broadcasting Co. in 1953 and again from Westinghouse to RCA in 1956.

The charge that RCA forced Philco to sell its WPTZ four years ago, by threatening to cancel the ch. 3 station's NBC affiliation, was contained in a $150 million treble damage antitrust suit filed last week by Philco against RCA, GE and AT&T.

Philco attacked RCA's patent practices as a violation of the antitrust laws. The Philadelphia radio-tv and appliance manufacturer claimed that RCA required patent licensees to take out "package" licenses covering all patents in a specified field (receivers, tubes, etc.). It claimed that RCA's Brig. Gen. David Sarnoff persuaded GE, AT&T and Westinghouse in 1946 to refuse to license their patents to Philco until that firm signed a licensing agreement with RCA.

The Philco complaint also charged that RCA promoted its color television system as a means of solidifying its patent position.

Both RCA and AT&T denied the allegations. GE had not issued a statement at week's end.

In 1953, Philco averred, RCA told the Philadelphia manufacturer that if and when Westinghouse secured a grant for television in the Quaker City, RCA would force its subsidiary NBC to cancel the WPTZ affiliation and give it to the Westinghouse station. Philco thereupon sold WPTZ to WBC for $8.5 million, which, it alleged, was less than its worth.

The Philco station was founded in 1941, one of the eight pre-World War II commercial television stations.

Westinghouse was an applicant for ch. 17 in Philadelphia in 1953. However, immediately after World War II Westinghouse applied for Philadelphia's ch. 7. Westinghouse dismissed the ch. 7 application in June 1946 to concentrate on its Boston application. It also was an applicant for Pittsburgh at this time, but this also was dropped then.

Westinghouse last year swapped its Philadelphia stations—KYW and WPTZ for NBC's Cleveland stations (WTAM-AM-FM and WNBK [TV]) plus $3 million. Charges that NBC coerced WBC into agreeing to the exchange were rife following the announcement of the agreement. The charges were that NBC threatened to cancel affiliations with Westinghouse's Philadelphia, Pittsburgh and Boston outlets. After FCC investigation of these rumors and allegations, the Commission approved the exchanges in December 1955.

Last December the Justice Dept. filed a civil antitrust suit against RCA charging that NBC had coerced Westinghouse into agreeing to the exchange. The government's suit followed a grand jury investigation in Philadelphia.

When Westinghouse bought the Philadelphia ch. 3 station in 1953, both Philco's WPTZ and WBC's KYW occupied the same quarters in Philadelphia's Architects Bldg. Both stations cross-identified each other, it is understood, during this time. This relationship also included a right of first refusal by Westinghouse for the purchase of WPTZ, it is understood. Westinghouse exercised this right, it was said, when Philco reported that an offer had been made for the station. Philco told Westinghouse that this offer came from Storer Broadcasting Co., it is understood.

Philco Offers History

Philco's resume of what occurred was described in last week's complaint as follows:

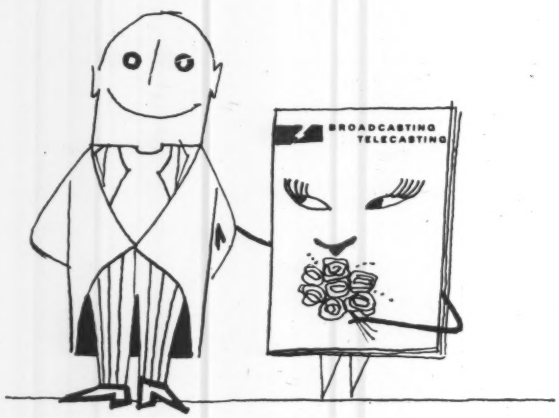
"In 1952, Westinghouse applied to the Federal Communications Commission for a license to operate a television station in Philadelphia. While that application was pending, Philco was informed by RCA that if Westinghouse was granted a license, RCA would cause NBC to withdraw Philco's NBC network privileges and give them to Westinghouse. The threatened withdrawal of NBC network privileges jeopardized Philco's investment, since network affiliations are essential to the successful operation of a broadcasting station and no substitute network affiliation was available. On or about May 31, 1953, because of the threatened withdrawal of network privileges, Philco sold station WPTZ to Westinghouse for a price substantially less than the properties were worth."

Throughout the Philco antitrust complaint references abound to color tv development. It is implied that RCA pushed the development of color tv as a hedge against patent license expirations in 1954, Philco said.

"RCA's persistence in offering color tv sets for sale, despite the fact that they are not perfect, and persistence in advertising that RCA has pioneered and developed the compatible color television system, has substantially lessened Philco's sales of black-and-white television sets, with consequent loss of profits."

Philco continued: "RCA has used and is using its monopoly position as the licensor of the electronic communication's industry to eliminate Philco's competition in color television sets and picture tubes. Philco is

62.5% select B•T as the publication meriting most confidence for its editorial content.



Of 7 publications in the field, B•T was the overwhelming favorite in confidence inspired among radio, TV and advertising executives. (Source: Survey conducted by Erdos & Morgan, independent researchers for Time, National Geographic, Wall Street Journal. B•T and others.)

Now...Improved VIDICONS

RCA-6326
*and RCA-6326-A**

with MICRO-MESH
...the RCA
(50-Mesh Screen

**New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV *without any need for defocusing.*

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA Commercial Engineering, Harrison, N. J.

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA

Tube Division Harrison, N. J.

WORKING PARTNERS

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION INC. TELEVISION
REPRESENTATIVES, INC.

Our method of operation at H-R today, is still the same as it was when this firm was started by a group of mature, experienced, working partners a few years back. We believed there was a need for a representative organization in which the heads of the firm would actively and personally service the stations they represented. We believed a representative's job was a man's job . . . and that it took a man to do it.

Today as then, the partners who head up H-R are *still* working partners, each of us actively and personally servicing the stations on our list. And, as any buyer of time will tell you; H-R *"always sends a man to do a man's job."*

380 Madison Ave.
New York 17, N. Y
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Bldg.
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.

threatened with irreparable loss and damage to its own superior television system."

Philco has reported the development of a color tube and receiver, called "Apple." This is a single gun tube and associated circuits. It is not in commercial production.

In its suit, Philco charged RCA, GE and AT&T with violation of the antitrust laws. It also named Westinghouse as a co-conspirator but not a defendant.

It asked for an award of $150 million—damages of $50 million trebled. Private antitrust suits may seek treble damages.

Referring to its negotiations with GE, Philco said:

"In December of 1954 Philco reached an agreement with GE on all the terms of a royalty-free cross-license to be effective as of Jan. 1, 1946. GE prepared and sent the formal agreement to Philco for execution. Philco executed and returned the agreement, upon GE's assurance that execution by it would follow as a matter of course . . . GE refused to execute the license prior to June 30, 1946.

"In the latter part of 1956, Philco learned for the first time the true facts with respect to GE's refusal to execute the proposed cross-license with Philco . . . RCA knew that execution thereof would upset its licensing structure and diminish its monopoly.

"On April 29, 1946, RCA acting by and through its chairman of the board and president, David Sarnoff, secretly intervened in Philco's arrangements with GE and insisted that GE should not execute the Philco license unless and until Philco had first extended its package license from RCA. In furtherance of the conspiracy and division of fields, GE agreed to RCA's demands."

Royalty Payments Listed

Philco claimed it has paid RCA more than $20 million on patent royalties since 1940. Philco said RCA collected approximately $40 million in patent royalties in 1954, of which half came from receiver and tube licenses. It said that RCA controls 12,700 patents in the electronic field. In addition to radio and tv receivers, Philco also manufactures radio tubes through its subsidiary, Lansdale Tube Co.

Nub of Philco's complaint was that RCA refused to issue licenses for RCA's patents alone. Philco claimed that RCA insisted on "package" licenses covering all patents involved in receiver or tube manufacture.

This is substantially similar to the complaints made in the Justice Dept.'s antitrust suit against RCA, filed in 1954. RCA is also a defendant in a $16 million treble damage private antitrust suit brought in 1954 by Zenith Radio Corp., Chicago.

In alleging that RCA "ties thousands of useless and invalid patents owned by it to the few which a manufacturer might desire to utilize, thereby expanding the monopoly of valid or useful patents to include the claims of invalid and useless patents," Philco said this:

"For example, color television is a new art, still subject to revolutionary changes. On the other hand, all basic radio set patents have expired, and those which are still in existence pertain to relatively unimportant improvements in design or circuitry. Nevertheless, prior to November 1954, RCA consistently refused to grant a separate license under television or color television patents in the RCA pool, and required every licensee to accept a standard set license . . ."

Again, in charging that RCA used its royalty receipts to subsidize its research and development laboratories and produce new apparatus, Philco said: "Thus, royalties upon black-and-white television sets have been expended by RCA to develop RCA's own approach to color television."

Philco continued: ". . . In order to achieve industry acceptance of its own approach to color television sets and tubes, and to eliminate competing color television developments, RCA presently is selling its color television sets and tubes, which are not yet perfected, at a substantial loss."

Philco also said that NBC is presently broadcasting color tv programs at a loss in order to obtain public and industry acceptance of RCA's own approach to color tv.

RCA's persistence in offering and advertising its own approach to color television, despite the fact that its approach is not perfected, has substantially lessened sales of black-and-white tv sets, Philco declared.

In 1945, Philco averred, its patent position was as strong or stronger than the separate positions of GE, AT&T and Westinghouse and comparable to that of RCA. Philco decided to negotiate cross-licenses with GE, AT&T and Westinghouse and if successful to refuse to extend its RCA package license.

In December 1945, Philco said, it reached an agreement with GE. However, GE refused to execute the agreement, refusing to give any reason, according to Philco.

In 1946 Philco negotiated with RCA, seeking a license for a group of patents owned by RCA and omitting those patents owned by other manufacturers who were included in the RCA pool. RCA refused to negotiate on this basis. Philco had no choice, therefore, but to accede to RCA's insistence that Philco take a complete package license, Philco said. This was necessary, Philco declared, because it was engaged in a financing program to convert from war work to peacetime manufacturing. This RCA agreement was to Dec. 31, 1954. RCA in turn took a set license from Philco for Philco patents paying $375,000 annually.

Philco added that shortly after Philco extended its RCA license in 1946, GE executed a separate cross-license agreement with Philco, similar, it said, to that which it refused to execute in 1945. Thereafter AT&T and Westinghouse also agreed to similar cross-licensing agreements.

In executing a tube license with RCA, Philco argued that its patents were worth a cross-licensing provision with RCA. This value was arbitrated, with the late Justice Owen J. Roberts acting as arbitrator, and the value was fixed at $400,000 annually.

In 1954, when the Philco license with RCA was due to expire, RCA offered to extend this for a five year period, Philco said. It declared it asked for a license using RCA patents alone—since it already had arrangements with GE and Westinghouse and was negotiating with AT&T and others—but RCA refused.

In November 1954, Philco claimed, RCA—for the first time—offered to grant a

RCA SAYS PHILCO ANTI-COLOR

THE PHILCO antitrust suit against RCA, GE and AT&T, was tagged by RCA as an attempt to "throttle" the development of color tv.

In a statement RCA said:

"Radio Corporation of America today flatly denied the charges made by Philco Corp. in a suit filed by Philco against RCA, General Electric Co., and American Telephone & Telegraph Co.

"RCA stated that the obvious purpose and intent of the litigation was to throttle development of color television by reiteration of unfounded charges made in other pending and undecided cases involving RCA.

"RCA stated that the RCA license to Philco expired as of Dec. 31, 1954, and since that time Philco professed to be negotiating in good faith with RCA for a renewal of its licenses under RCA patents, which they are currently using, including those used in color television.

"Although Philco claims in its litigation to have developed a color system of its own, the public has yet to see any such color set. Only RCA has had the courage and faith in color television to spend $100 million in pioneering and development to bring it to the American people."

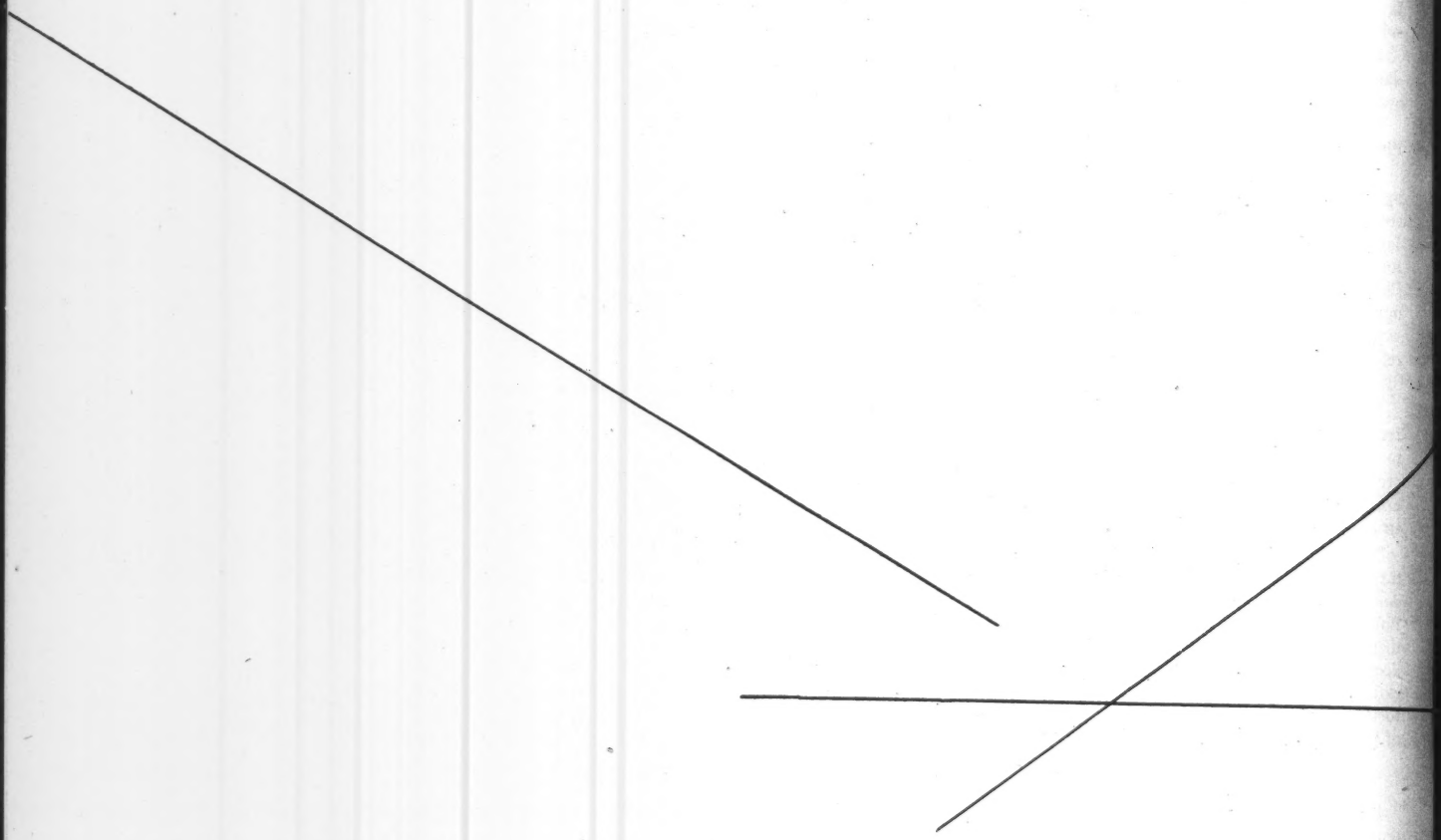
AT&T declared its patent practices have been "entirely legal and in the public interest." The Bell statement was as follows:

"Bell System inventions are available to all manufacturers in the radio-television field who desire them. In this field, as in all others, it is the policy of the Bell System to make all our inventions available for use by others on a non-exclusive basis.

"The Bell System believes that its patent policies have been entirely legal and in the public interest, and denies that it has entered into any unlawful conspiracy with RCA or anyone else."

GE said:

"To the extent that it is directed to us, we are convinced the facts will not support the complaint. We have been taking our guidance from the 1932 consent decree and have been operating strictly in conformance with the terms of the decree as approved by the U. S. government."



THE PRESIDENT'S MILE:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

THE PRESIDENT'S MILE

by William Walton.
Ninth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Reprints of this series available on request.

license under RCA patents alone, or other selected patents—provided Philco would agree to continue to pay the full package royalty rate for the entire pool. Philco said it refused this. Philco also averred that RCA alternatively offered to license Philco under its color tv set patents if Philco accepted a license and paid royalties on all RCA patents relating to black-and-white tv sets. Philco also refused this, it said.

Tv, Radio Production Drops Off in 1956

PRODUCTION of tv and radio receivers in the first 11 months of 1956 fell off slightly from 1955 figures, according to Radio-Electronics-Tv Mfrs. Assn. Tv output totaled 6,760,045 sets in the 11-month period compared to 7,151,895 in the same 1955 months. Radio output totaled 12,266,597 sets in 11 months of 1956 compared to 12,834,102 the year before. The radio decline was due to a drop in production of auto sets.

November tv output was 679,993 sets compared to 820,781 in October and 631,654 in November 1955. November radio output totaled 1,381,831 compared to 1,348,864 in October and 1,580,797 in November 1955.

Production of tv sets with uhf tuning facilities totaled 116,183 units in November compared to 131,243 in October.

RETMA reported 10,191,545 tv picture tubes produced in 11 months of 1956 compared to 9,992,769 in the same 1955 months.

Sales of radio sets at retail stores in November totaled 689,409 units compared to 585,666 in October and 865,602 in November 1955 (auto sets not included). Sales of radios at retail in the first 11 months of 1956 totaled 6,680,127 compared to 5,532,583 in the 1955 period.

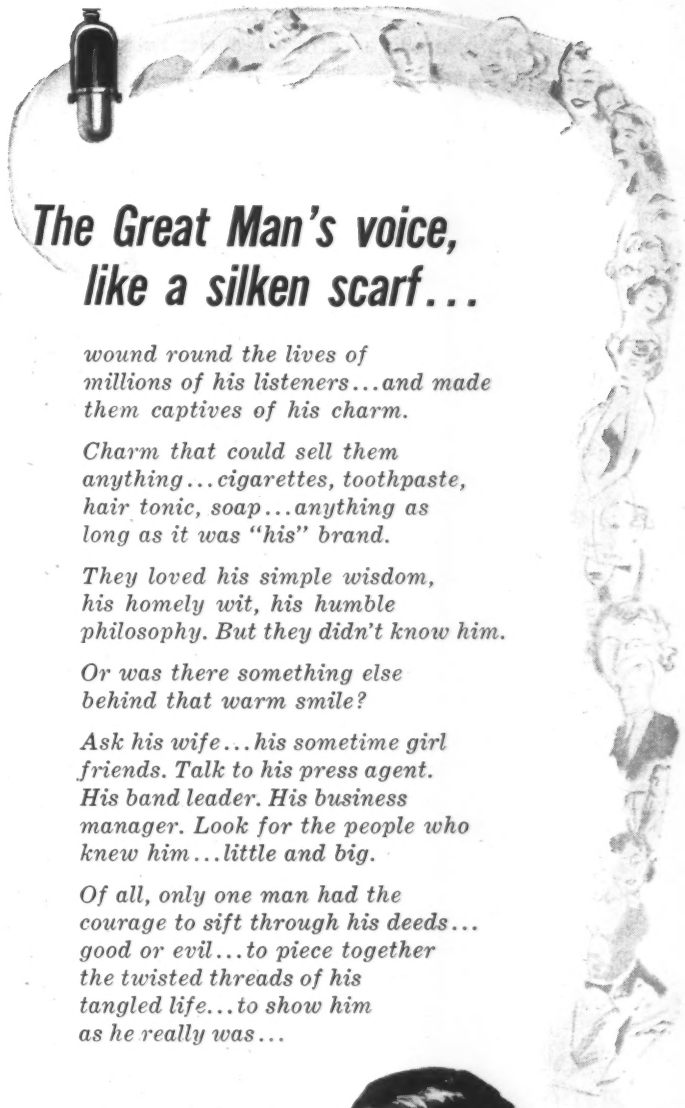
Retail sales of tv sets in November totaled 560,391 units compared to 683,573 in October and 591,366 in November 1955. Eleven-month tv set sales totaled 5,847,590 units compared to 6,487,617 in the same 1955 period.

Following are radio and tv set production figures for November and the first 11 months of 1956:

	Tv	Auto. Radio	Total Radio
Jan. 1956	558,347	519,648	1,078,624
Feb.	576,282	437,611	1,093,506
March (5 weeks)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 weeks)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
Aug.	612,927	198,087	990,845
Sept. (5 weeks)	894,211	349,790	1,319,189
Oct.	820,781	547,818	1,348,864
Nov.	679,993	609,139	1,381,831
TOTAL	6,760,045	4,217,050	12,266,597

Levey Buys More Skiatron Stock

ARTHUR LEVEY, president of Skiatron Electronics & Television Corp., has purchased an additional 10,000 shares of common stock in the company, giving him a total of 451,581 shares. Skiatron developed and owns Subscriber-Vision, a system of toll tv. Shares outstanding, including Mr. Levey's holdings, are approximately 1.2 million. Skiatron, traded on the American Stock Exchange, reached a 1956 high of $5.75, with a low of $2.75.


The Great Man's voice, like a silken scarf...
wound round the lives of millions of his listeners...and made them captives of his charm.
Charm that could sell them anything...cigarettes, toothpaste, hair tonic, soap...anything as long as it was "his" brand.
They loved his simple wisdom, his homely wit, his humble philosophy. But they didn't know him.
Or was there something else behind that warm smile?
Ask his wife...his sometime girl friends. Talk to his press agent. His band leader. His business manager. Look for the people who knew him...little and big.
Of all, only one man had the courage to sift through his deeds... good or evil...to piece together the twisted threads of his tangled life...to show him as he really was...

Universal-International presents

JOSÉ FERRER

THE GREAT MAN

From the best-selling novel by Al Morgan

CO-STARRING

DEAN JAGGER • KEENAN WYNN • JULIE LONDON • JOANNE GILBERT and ED WYNN with JIM BACKUS • RUSS MORGAN • ROBERT FOULK

NOW PLAYING AT THE SUTTON THEATRE NEW YORK CITY

BURNS TO BECOME RCA PRESIDENT

- **Folsom shifts to executive committee chairmanship**
- **Top echelon changes become effective March 1**

JOHN L. BURNS, 48, a senior partner of the management consultant firm of Booz, Allen & Hamilton, was named president of RCA last week in an unheralded move in which Frank M. Folsom, president since 1949, becomes chairman of the executive committee.

Brig. Gen. David Sarnoff, board chairman, said in announcing the changes that they stemmed from Mr. Folsom's expressed wish to retire from active service two years from now.

"This action was taken at the request of Mr. Folsom, who informed me of his intention of retiring from active service upon reaching retirement age in two years," Gen. Sarnoff asserted. "He asked that his successor as president be selected at this time to permit an orderly transition in management."

Gen. Sarnoff continues as chairman of the board and chief executive officer of RCA. He himself reached the normal retirement age of 65 last Feb. 27, but the board signed him to a new 10-year contract continuing his services to March 1, 1966, at his then current salary of $200,000 a year [B•T, March 12, 1956].

The changes become effective March 1.

Mr. Folsom will serve as a consultant for five years after his retirement from active duty in 1959.

Salary Not Given

Mr. Burns' salary as RCA president was not disclosed. Proxy statements preceding last year's annual meeting of stockholders showed Mr. Folsom to be the second highest salaried officer in the company, with $165,000 salary in 1955 plus $32,991 incentive award paid in 1955 and $132,009 to be paid over the ensuing four years "if earned out."

Gen. Sarnoff, RCA's highest salaried officer, does not participate in the incentive plan.

"The election of Mr. Folsom as chairman of the executive committee and the assumption by Mr. Burns, as president, of the key operating responsibility will enable our organization to keep pace with the changing demands and great opportunities of the rapidly expanding electronics industry," Gen. Sarnoff said.

"In the past 10 years RCA's business has grown from an annual volume of $236 million to $1 billion and $125 million. This growth has increased the complexity of the company's activities. Our rate of growth is such that each of our executives is carrying many times his responsibilities of even five years ago and the requirements continue to increase.

"Mr. Burns' years of experience in solving the organization and related problems that accompany business growth will prove invaluable as RCA continues to advance. Working with Mr. Burns, Mr. Folsom and I will concentrate on the company's major objectives, policies and programs during the period ahead which we believe will be the greatest in the history of the electronics industry.

"Mr. Burns is no newcomer to RCA, for he has been intimately associated with our activities for the past 10 years. He has worked closely with us in our periodic reviews of the company's objectives, policies, organization planning and our business programs and operations. All our executives are enthusiastic about working with him.

"We are doubly fortunate in that Mr. Folsom has agreed to continue with RCA in a counseling capacity for five years after his retirement from active duty in 1959."

Mr. Burns, whose election to the presidency and also a seat on the board of directors came at a board meeting last Tuesday, has been vice chairman of the executive committee as well as a partner of Booz, Allen & Hamilton since joining that firm in 1941.

A brand new top command: (L to r) Mr. Folsom, Mr. Burns, Gen. Sarnoff

BA&H has been closely associated with RCA and NBC for several years. It was on the basis of a BA&H study that Joseph H. McConnell, then executive vice president of RCA, was named president of NBC in a reorganization of the network in 1949. A BA&H study also preceded last fall's reorganization when four new NBC executive vice presidencies were created under President Robert W. Sarnoff, coincident with the departure of Sylvester L. (Pat) Weaver as board chairman.

Mr. Burns received a degree in electrical engineering from Northeastern U. in Boston in 1930 and, after studies specializing in metallurgy, received his master of science degree from Harvard in 1931 and his doctor of science degree in 1934. During his student days he was employed by Western Electric Co. from 1927 to 1930 and by Dewey & Almy Chemical Co. from 1930 to 1932. In 1931-33, as assistant Prof. Sauveur at Harvard, he was in charge of the operation of metallurgical laboratories at the university and also was in charge of teaching all metallurgical courses.

In 1934 he was assistant professor of metallurgy at Lehigh U. Then he joined Republic Steel Corp. as a laborer. During his seven years there he rose through the ranks to the post of director of metallurgical laboratories. His positions included director of quality control, director of process engineering, superintendent of large ingot manufacture, manager of Grand Crossing Works, and superintendent of the wire division.

During his 15 years at BA&H, he and the firm have made studies and implemented programs in approximately one-third of the hundred largest manufacturing and mercantile corporations in the U. S., covering some 350 of the 500 different lines of business in the country, with practically every department of the Executive Branch of the federal government and with a number of foreign governments and public institutions.

Among other public service posts, he is a member of the board and executive committee of Boys' Clubs of America, member of the board and executive committee of American Heritage Foundation, director of the Common Cold Foundation, a member of the board of visitors for the Air University, USAF, and president of the Greenwich (Conn.) Community Chest and Council. He formerly was chairman of the New York County Citizens' Committee for the Hoover Report, trustee of the Greenwich Country Day School, on the advisory board of the U. of Chicago, member of the board and executive committee of the Crusade for Freedom, and member of the board and vice president of the Assn. of Consulting Management Engineers.

Native of Massachusetts

Mr. Burns was born in Watertown, Mass., Nov. 16, 1908. He was married in 1937 to Beryl Spinney, and has two children, John Spinney, 13, and Lara Lacey, 9. He makes his home in Greenwich.

"During the past 10 years of fine personal association with Gen. Sarnoff and Mr. Folsom and their executive staff," Mr. Burns said in a statement on his election, "I have acquired great admiration for the RCA team, what it does and what it stands for.

"As I considered the future, I was deeply impressed with the opportunity for public service offered by this job. The potentialities of RCA are so great and varied that, like a small boy in a pantry full of cookie jars, I find the appeal and challenge of my new assignment irresistible."

Mr. Folsom, a recognized leader in merchandising with 40 years' experience in that field, said:

"I am pleased with the action taken by the board of directors. I have known and worked with Mr. Burns ever since I first retained the services of his organization for RCA. He is ideally qualified to coordinate and direct the efforts of our splendid executive team.

"Under the new setup, in addition to my work with Gen. Sarnoff and Mr. Burns on

WELL, WE DID IT AGAIN

In every TV audience survey made in Shreveport, KSLA-TV has come out on top . . . and in the latest* we did it again. All TEN of the top ten shows . . . 19 of the top 20 are on KSLA-TV. Our share of the weekly audience is 60% mornings, 63% afternoons, and 64% nighttime.

Many factors enter into it: *Local loyalty* to the channel that came on first . . . *established* personalities with appeal-plus . . . *BASIC CBS* programming . . . facilities to deliver a *clean, clear picture.* Your Raymer man has the complete, convincing story.

KSLA-TV
channel **12**

BASIC CBS TELEVISION NETWORK

in Shreveport, Louisiana

PAUL H. RAYMER CO., INC.
National Representatives

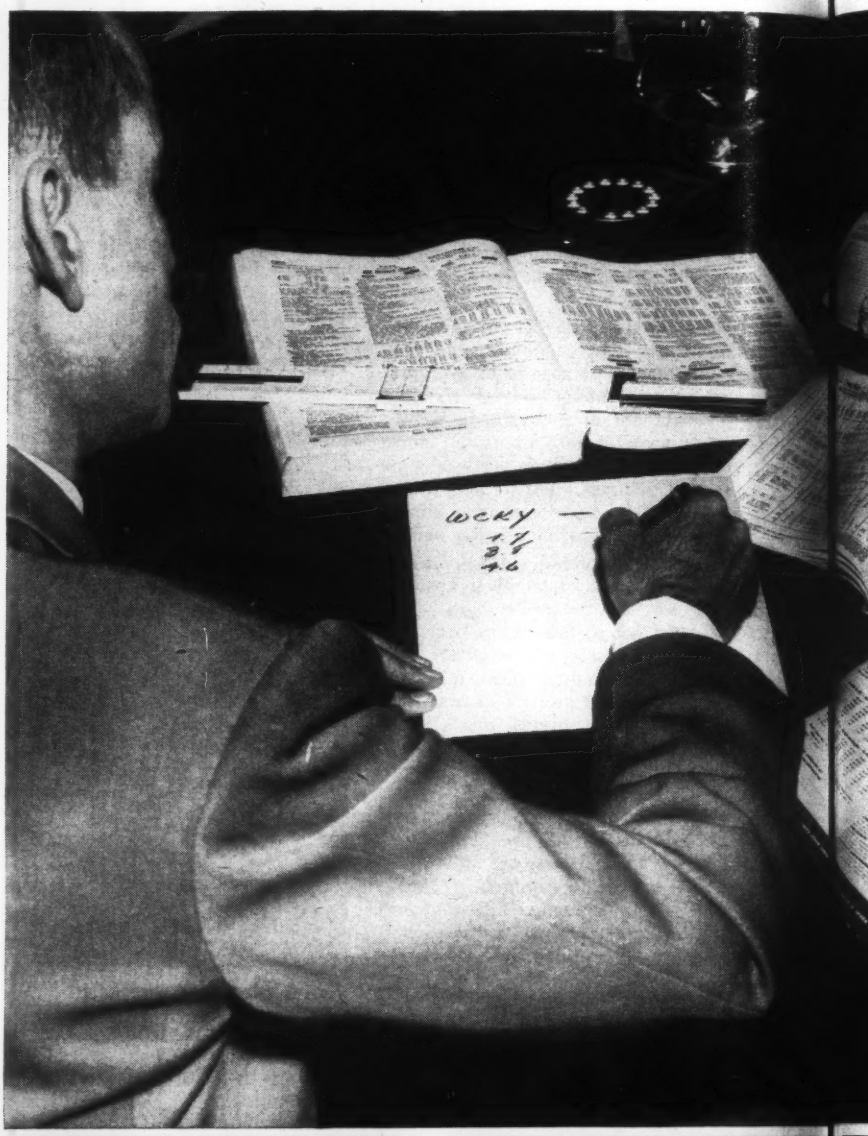
**ARB November 15-21, 1956*

It's easy to figure your best buy in Cincinnati

WCKY	*26,200	**25.00	.95¢
Sta A	7,500	17.75	2.37
Sta B	9,400	36.00	3.84
Sta C	29,000	80.00	2.76
Sta D	12,700	22.00	1.73

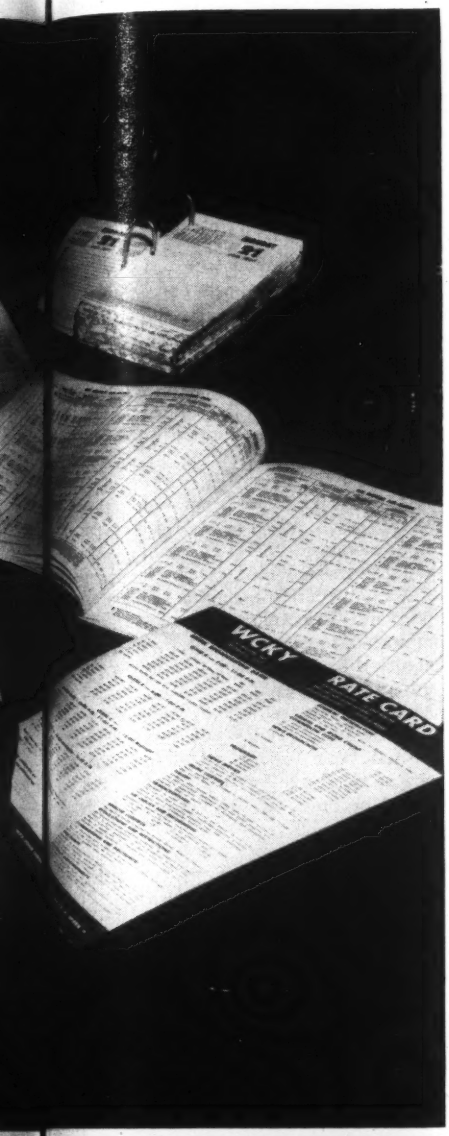
* *Total station audience average ¼ Hour Mon.-Fri. 6 AM-12 MID Nielsen Oct. 1956*

** *1 Time 1 Min Rate SRDS. Nov. 1956.*



WCK

WCKY gives you a BIG, BIG audience at almost ½ the cost per 1000 of its next lowest competition.



Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

L.B. Wilson INCORPORATED
WCKY
CINCINNATI

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
950 California St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

WCKY is your best buy!

the company's major policies and programs, I shall now be able to give increased attention to merchandising activities which are fundamental to our future growth."

Mr. Folsom joined RCA in 1944 after World War 2 service as chief of the Procurement branch of the Navy Dept. He served first as a director and vice president in charge of the RCA Victor Div., became executive vice president in charge of the division on June 1, 1945, and was elected president of RCA Dec. 3, 1948.

Litton Industries Licensed To Use Chromatic Facilities

A LICENSE AGREEMENT permitting Litton Industries to acquire the Emeryville, Calif., experimental and development facilities of Chromatic Labs, was announced jointly last week by Litton President Charles B. Thorton, and Barney Balaban, president of Paramount Pictures Corp.

Chromatic is a Paramount subsidiary that has been developing the single-gun Lawrence color tv tube. Litton is in the research and production of advanced electronics equipment, operating plants and laboratories in California, New York, Maryland and Indiana.

The Emeryville operation now will devote its facilities to apply the tube to military and industrial uses, according to Mr. Thorton, who noted also that his company and Chromatic had been collaborating in this area for some time. Drs. Ernest O. Lawrence, Nobel Prize winner (who invented the tube), Edward McMillan, prominent physicist and also a Nobel Prize winner, and Luis Alvarez (inventor of Ground Control Approach) will act as consultants to Litton. A chief development with the tube will be its use in air traffic control via radar.

Paramount and Allen B. DuMont labs have an agreement which looks to eventual mass production of the Lawrence tube for the home tv set field. Chromatic in New York, in the meantime, will continue to work on a simplified circuitry along with additional classified military work for the Air Force and other areas.

Sylvania Electric Sets New Company Sales Record In '56

LAST year's sales of Sylvania Electric Products Inc. topped those of 1955 and set a new record for the company, Don G. Mitchell, chairman and president of Sylvania, announced last week in a business report reviewing accomplishments and charting future trends.

Complete sales figures for 1956 are not yet available but the total has passed the previous record of about $307 million in 1955, Mr. Mitchell said. However, on the basis of present information, last year's stock earnings will not equal those of 1955, listed as $4.29 per common share, he noted.

Since 1946 when a total of less than $70 million in sales was announced by Sylvania, the company's sales growth has jumped "close to 450%" during the past decade, Mr. Mitchell added.

Patten Leaves DuMont; Three Get Promotions

THE RETIREMENT of Rear Adm. Stanley F. Patten (USN Ret.) as vice president and treasurer of Allen B. DuMont Labs highlighted a series of staff changes announced by that firm last week. Adm. Patten plans to make his home in California after 10 years with DuMont and 30 years of Navy service.

In other realignments at DuMont, J. Cal Affleck has resigned as advertising and sales promotion manager of the receiver division and Morris Spector will retire as manufacturing manager of the receiver division on Feb. 1 because of ill health. No replacements have been named to date for Adm. Patten Mr. Affleck or Mr. Spector.

Three promotions in DuMont's government division were announced by Thomas T. Goldsmith Jr., vice president and general manager, government and research. J. Nelson Lord Jr. has been appointed manager of the new government relations department from his post of assistant sales manager of the division. Richard A. Horton has been advanced from the posts of assistant sales manager and coordinator to general sales manager, reporting to Mr. Lord. Paul F. Brown, former technical assistant to the manufacturing manager, has been advanced to government contract administration manager. An addition to the division is Paul S. Dove, former electronics specialist for the Navy and Air Force, who has been appointed manager of DuMont's Washington office.

Seymour A. Reider has joined DuMont's technical products division as a sales engineer in the North Jersey area. For seven years, Mr. Reider had been a technician with Federal Telecommunications Labs., Nutley, N. J.

New Glass Color Tv Tube To Be Produced by RCA

RCA HAS ANNOUNCED that it will produce an all-glass round color tv picture tube in midyear and introduce it nationally. This is departure from its policy of adhering to metal envelope color picture tubes, though officials have stated in past that once all-glass bulb color picture tube production was practical, RCA would enter field.

RCA's decision is revealed by D. Y. Smith, vice president and general manager of RCA tube div., who notes new all-glass bulb and new technique of glass sealing were developed by glass manufacturers working with RCA's engineering group at Lancaster, Pa., tube plant. Price and performance will be comparable to present metal envelope color picture tubes, according to Mr. Smith.

Among problems solved in development was major one of assembly of glass envelope's two sections—sealing of two halves accomplished with unique glass flux that first melts at relatively low temperature but when cooled becomes as much part of bulb as original glass.

THEY'RE STIRRING UP INTEREST IN COLOR TV

LAST OCTOBER a team of three radio and television employes climbed into a truck in New York to begin a year-long project that would criss-cross the country on visits to 40 cities for the primary purpose of stimulating interest in color tv receivers [B•T, Sept. 24, 1956].

Three and a half months later, the so-called color television caravan was back in New York for a four-day stop at Stern's department store. The trio could not point to an upsurge in color set sales in the nine cities already visited, but contended they found "intense interest" in color everywhere they went and believed they had accomplished an educational job that will result in sales over the next few years.

The caravan was conceived by Allied Stores Corp. as a promotional effort for its own department stores and for the textile fibers department of E. I. duPont de Nemours & Co., as well as for RCA color sets. In each of the 40 cities to be visited by next fall, the caravan presents four one-hour, closed-circuit colorcasts in department stores (15 of the stores are non-Allied), showing various RCA products and apparel and home furnishings of many types made from duPont textile fibers. The closed-circuit color programs are received on RCA color monitors placed at a dozen or more locations throughout the store.

The color caravan is under the supervision of Samuel H. Cuff, director of radio and television advertising for Allied Stores. The trio which has been on tour consists of Bernard Brink, chief engineer and unit manager; Fred Preisler, cameraman and color consultant, and Lou Alexis, m.c. Both Mr. Brink and Mr. Preisler are on loan to the caravan from KMBC-TV Kansas City where they serve on the engineering staff, and Mr. Alexis is an m.c. who has appeared on radio, television and in night clubs.

Mr. Cuff estimated that more than 200,000 persons had viewed the color programs in the nine stores visited before the New York stop-over. He said set sales in the stores were up "only slightly" but pointed out that the main objective of the color set promotion was to excite interest and "get people to talk about color."

The overall cost of the caravan is about $750,000, the budget shared equally by RCA, Allied Stores and duPont. Mr. Cuff recalled that Allied and RCA had conducted a similar caravan for black-and-white sets in 1947 and acknowldeged that the color project is perhaps a more formidable challenge.

ADVERTISERS GET
BIG-TIME RESULTS
WITH WFAA-TV!...

It's a happy client that keeps an uninterrupted spot schedule going ... same station, same program ... for *six straight years*. Such is the case for "Breast-O'-Chicken" tuna and WFAA-TV's lady-about-the-kitchen – Julie Benell. Proof again that advertisers *do* get "big-time" results with WFAA-TV.

WFAA-TV

CHANNEL 8—DALLAS
YOUR NBC - ABC STATION
Covering 564,080 Television Homes

Call Your
PETRYMAN
for availabilities, market data, and complete coverage information. It's the way to BIG-TIME results!

AUTOMATION OFF TO SLOW START, BUT THOSE THAT USE IT LIKE IT

- **Ampex status survey shows only 5% use full system**
- **Stations report variety of programming keyed by tape**

THERE ARE, surprising as it may seem, many broadcasters who buck at the idea of using automation in their programming. Many of their remarks are cogent—like "we strive to build personalities and spontaneity on our station and automation is no substitute for a live performer."

But the most realistic was from the broadcaster who bluntly stated: "We're already down to our irreducible minimum—one man!"

Automation, the use of machines to do the work of men, has made great strides in broadcast operations techniques, but the interesting thing is that so few stations are utilizing these machines to improve program structure, overcome manpower problems, run a more efficient operation.

In fact, according to a survey done by Ampex Corp., only 5% of the country's broadcast stations are using complete automatic programming systems. But many more are utilizing the techniques in part.

Automation came to the fore two years ago at the NARTB's Washington convention when a host of apparatus was shown to broadcasters—ranging from Ampex' 18-hour tape recording unit to Vandivere Labs' Automatic Programming Sequencer. Since then the use of machines to free manpower for other work—or to compress an 18-hour program schedule into a normal 8-hour working day—has become standard practice to some degree.

Ampex, the big bear of the automation field (for actually automation means the use of sub-audible tones on tapes to start and stop other machines), recently sent out a questionnaire to 2,735 stations. Almost 800 stations answered and these are some of the results:

• The average broadcaster has three or more tape recorders—with the average three years old. One broadcaster reported a tape recorder 11 years old!

• Sixty-five per cent of the stations use tapes for delayed remote programs—storing the program from one to three hours during a week. Seven out of 10 stations use tapes to hold local programs from one to 10 hours weekly and 47% use tapes for delayed network shows. Almost nine out of 10 stations use tape recordings for spot announcements—with an indication that 40% of all spots are recorded.

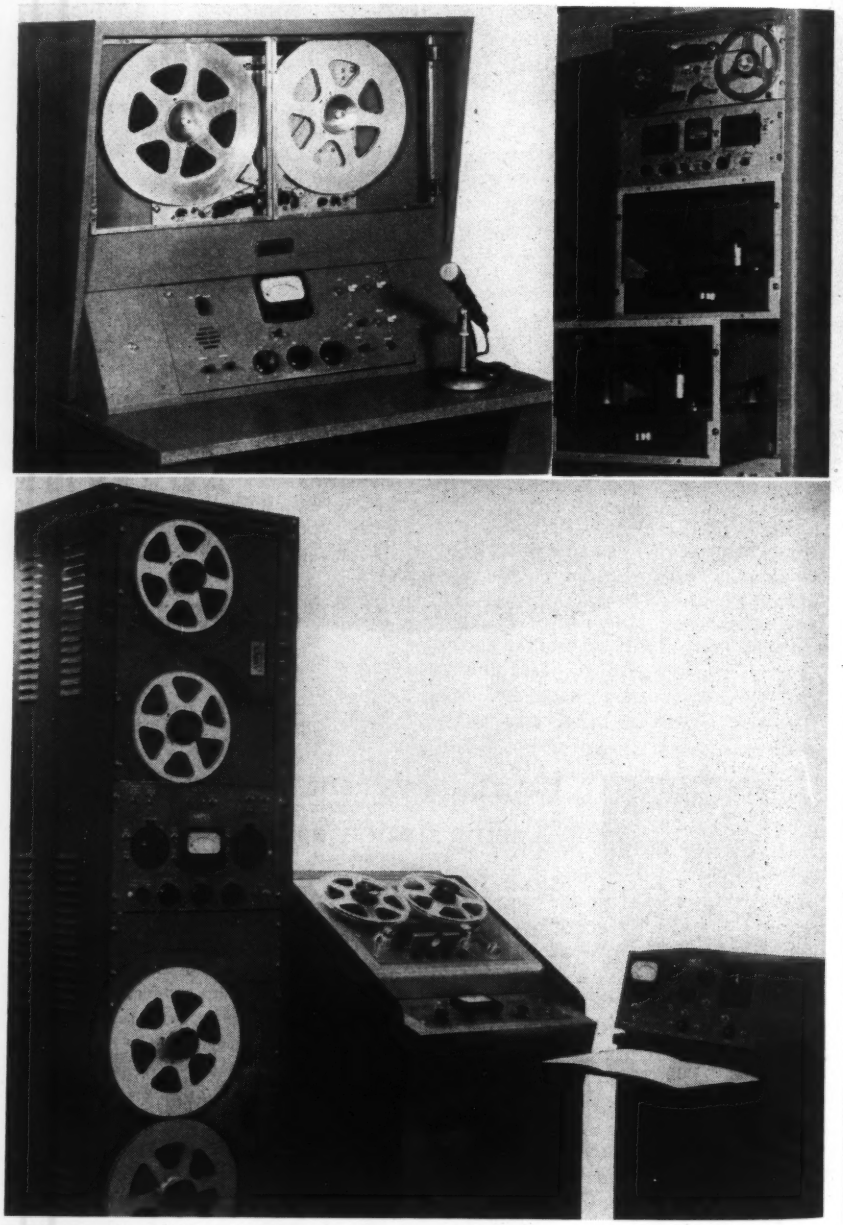
KMAK Fresno, Calif., maintains a policy that all spots are tape-recorded, even if they are furnished to the station on records. The spots are individually wound on small reels, numbered and titled for easy identification, and are filed in a set of rotatable shelves located adjacent to tape transports. The operator merely loads the spots on the tape transports and intersperses them between the records in accordance with the schedule. The advantages to the station are that each spot is perfect before it is aired, maximum utilization can be made of the best announcers on the staff, and the man on duty need not be a qualified announcer.

• Only 5% of the stations are using automatic programming systems—that would be about 150 stations. However, those using this operating advance are using it for anywhere from 28 to 50 hours a week. Users are enthusiastic about this method of push-button operation.

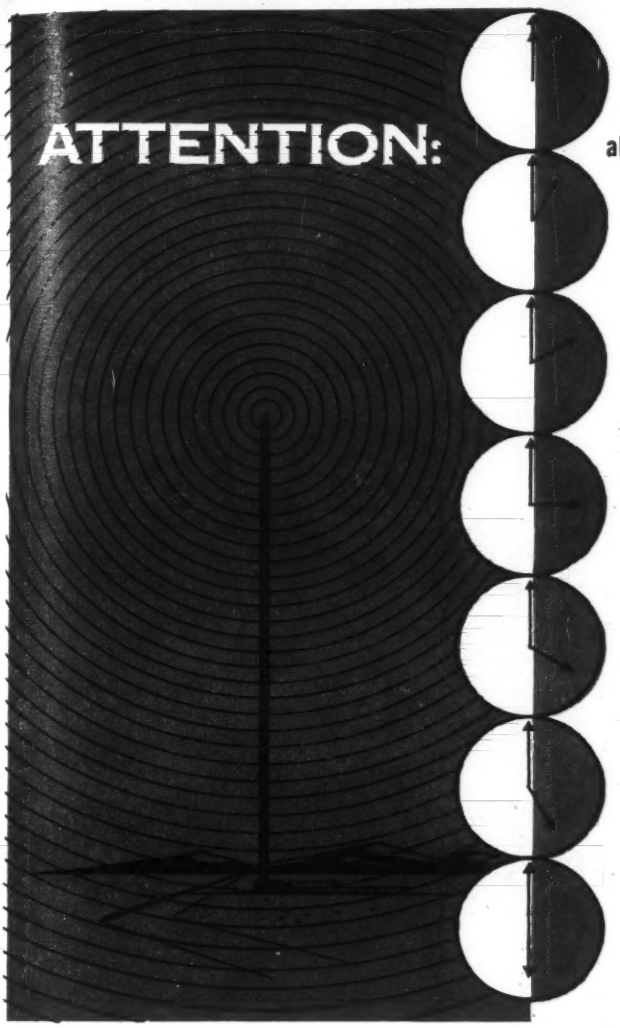
A simpler automatic control system has been the object of a great deal of interest. This type of system is used to stop a tape recorder at the end of program selection so that a voice announcement can be made or a more recent disc played. The announcer then pushes a button and the program picks up at the next selection.

One station, it is reported, has a library of 5,000 discs dubbed onto 300 10.5-in. reels of tape (about 24 popular records to each reel). Two men worked full time for three months to complete the dubbing oper-

THESE ARE ON THE MARKET



THESE are three of the automation devices on the market. All utilize tapes to trigger other tapes or machines. Top right: Gates; top left: Vandivere Labs; bottom: Ampex.



all owners of Collins 300J, 550A or 21E transmitters

INCREASE POWER OVERNIGHT

with a COLLINS Power Increase Package

300J to 500 or 1000 watts
550A to 1000 watts
21E to 10,000 watts

That's right — overnight! That's as long as it takes to install the Collins Power Increase Package in a 300J, 550A or 21E. You needn't lose a minute of commercial time when it's time to increase your power, and the financial advantage of this is as evident as the economy of the Package.

If you own a 300J, 550A or 21E, and the F.C.C. grants you a power increase, contact your nearest Collins representative for complete information on Collins new Power Increase Package. You can sign-off and sign-on the next day with increased power.

This service is a clue to broadcasters who need a new transmitter. It's typical of the advanced design, the quality engineering in all Collins Broadcast Equipment.

Collins **CREATIVE LEADER IN COMMUNICATION** COLLINS

COLLINS RADIO COMPANY, 315 2nd Ave. S.E., Cedar Rapids, Iowa • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Ave., Burbank • 261 Madison Ave., New York 16 1200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Ave., Seattle • Dogwood Road, Fountain City, Knoxville • COLLINS RADIO COMPANY OF CANADA, LTD., 11 Bermondsey Road, Toronto 16, Ontario

ation. Each selection is separated from the next selection by a tone.

KSON San Diego (250 w on 1240 kc) utilizes two composite automatic programming systems—one for am and the other for fm. Live announcements are aired only from 6 a.m. to 4 p.m. each day. Automatic operation is used from 4 p.m. to 6 p.m. with spots from tape and records from a record changer, but live time signals and record title announcements are injected by a combination operator on duty. From 6 p.m. to midnight, all programs are from automations. The operations manager said recently: "Without automation we couldn't provide this service. We presently have a staff of 20 persons. It would require 30 or more to provide as much programming and news coverage without automation and this would not be economically feasible."

WJET Erie, Pa. (250 w on 1400 kc), has operated an automatic programming system since December 1955. The program starts at 6:30 p.m. and continues until 2 a.m., with only an operator on duty. On Sunday evenings, the entire program schedule is broadcast automatically. Myron Jones, general manager of WJET, reported that among the advantages of this system is the ability to use parttime personnel who are not available at the time the program is broadcast.

A 50-kw major market station is using an automatic system from 1 a.m. to 6:30 a.m. on weekdays and from 1 a.m. to 9 a.m. on Sundays. Music for programs from 1 a.m. to 4 a.m. is provided by 45 rpm records played on a record changer, with voice announcements automatically interspersed from a tape machine operating in conjunction with the control unit of the automatic programming system. After 4 a.m. both the program and the announcements are from tape. Since the automatic program control equipment is at the transmitter, no studio staff is required for the all night operation.

What do all these facts add up to? R. A. Isberg, Palo Alto, Calif., consulting engineer, summed up the results of the Ampex survey in these words:

"Broadcasting, like most other successful industrial activities, is undergoing a gradual evolution which is resulting in greater productivity per man hour as well as improved working hours for program personnel. In most stations which are using automation the program service has been expanded without reducing the number of personnel employed. Some stations have found that their increased program service has created additional employment, particularly in sales and public service activities.

"Imagination and ingenuity are required to adapt automation to an existing broadcast operation. Some stations may have to revise their program structure in order to utilize it effectively; for example, it is not easily adaptable to a disc jockey program involving telephone calls from the audience. However, given a little thought, most disc jockey programs can be just as well done on an automatic basis (only announcements are recorded) or as a delayed tape recorded program.

"Automation is a challenge to the broadcast engineer since it offers him an opportunity to improve his station's facilities and at the same time to simplify the scheduling of personnel. If a system has been well planned and installed, the public will not be aware of its existence. Obviously no system should be placed in regular operation until the staff is familiar with its use and it is known that the system conforms with broadcast standards of performance.

"The end result will be a better service to the station's audience and an increased dollar profit to the station."

Ampex Videotape Recorder May Be Ready in November

THE AMPEX Videotape recorder has been improved and the company estimates delivery date to purchasers of the recorder as November 1957. Prototypes of the model have been in use for several months by CBS-TV and NBC-TV.

Phillip L. Gundy, vice president and manager of the audio division, pointed out the "long play" recording device will have adequate cueing facilities, convenient switching devices, ready synchronization with other studio apparatus, tape interchangeability among recorders, ease in making duplicate copies of taped programs, and easy tape editing.

Mr. Gundy said improvements were based on reports from CBS and NBC from their daily network use.

The possibility of a color recorder as a future development is "at least 18 months away," he said.

DuMont Splits Market Functions

A MOVE to decentralize marketing of home electronics equipment manufactured by Allen B. DuMont Labs has been made in the establishment of three regional headquarters. DuMont marketing problems now will be conducted through DuMont Pacific (headquarters at 11800 W. Olympic Blvd., Los Angeles), covering 11 western states, Hawaii and Alaska; DuMont Central (headquarters at Merchandise Mart, Chicago), covering 16 midwest and southern states, and DuMont Eastern (headquarters at East Paterson, N. J.), covering Atlantic border states. No change is contemplated for the DuMont distributor organization or the factory branch duties of DuMont Illinois, DuMont New York and DuMont Florida.

MANUFACTURING PEOPLE

E. Z. Walters, supervising vice president of Beverly Hills, Calif., operations of Altec Lansing Corp. (high-fidelity speakers and components) and comptroller of parent firm, Altec Companies Inc., L. A., elected financial vice president of latter firm.

Martin Richmond, staff assistant to vice president in charge of manufacturing-engineering, Emerson Corp., Jersey City, N. J., named production manager of radio-tv division.

John Jipp, marketing manager, Ampex Corp., Redwood City, Calif., named manager of firm's instrumentation division, succeeding **Robert Sackman,** elected vice president and appointed general manager [B•T, Jan. 14].

William H. Graham, general manager, Magnavox Co. of Tenn., named vice president of that company and Jefferson City Cabinet Corp., both are wholly-owned subsidiaries of Magnavox Co.

Donald M. Christie, government manufacturing manager, Allen B. DuMont Labs, appointed assistant manager of company's government division. He is succeeded by **Raymond J. Bell** while **Alan R. Howell,** a process engineer for company, assumes Mr. Bell's former post of manager of government methods section.

Thomas P. Ryan, central regional sales manager in Chicago, radio and television div., Sylvania Electric Products Inc., named head of Sylvania's new factory distributing branch in that city.

J. Richard Krapfel, Chicago district sales manager, parts division, Sylvania Electric Products, transferred to Warren, Pa., as product sales manager of electric components.

Randolph M. Duncan, finance manager, General Electric's receiving tube operations, Owensboro, Ky., named manager of plant.

Dr. Christopher E. Barthel Jr., assistant director of Armour Research Foundation, Illinois Institute of Technology, elected president of 1957 National Electronics Conference, to be held in Chicago Oct. 7-9.

MANUFACTURING SHORTS

RCA, Camden, N. J., announces new tv transmitting equipment catalog with complete details and specifications for vhf and uhf tv transmitters. Covers powers ranging from 100 w to 100 kw, input and monitoring equipment, transmitting consoles, filters, crystals and accessories.

Elgin National Watch Co., electronics division, is closing its American Microphone plant at Pasadena, Calif., effective March 2, and will move equipment and key personnel to Elgin, Ill., for resumption of production.

Sylvania Electric Products Inc., Parts Div., has opened sales office in Detroit at 7800 Intervale Ave. Charles W. Morrison is divisional sales representative in new office.

Magnecord Inc. (Div. of Midwestern Instruments Inc., Tulsa) announces new catalog on its professional magnetic tape recorder line. Booklet contains 15 pages of specifications of equipment and information on models, plus photographs of tape recorders. Brochure may be obtained by writing to Magnecord factory at 1101 S. Kilbourn Ave., Chicago 24, Ill.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN DECEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1. Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	15.8
2. Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	13.4
3. Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	13.1
4. Sheena of the Jungle (ABC Film)	Sat.	6:30	WPIX	12.0
5. Looney Tunes (Guild)	M-S	6:30	WABD	10.5
6. Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	9.7
7. Abbott & Costello (MCA-TV)	Sat.	7:00	WPIX	8.3
8. Celebrity Playhouse (Screen Gems)	Tues.	7:00	WRCA-TV	7.9
8. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	7.9
10. The Goldbergs (Guild)	Thurs.	7:30	WABD	7.4

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1. Celebrity Playhouse (Screen Gems)	Sun.	9:30	KSTP-TV	20.3
2. Sheriff of Cochise (NTA)	Sat.	9:30	WCCO-TV	19.3
3. Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	17.7
4. Search for Adventure (Bagnall)	Mon.	9:30	WTCN-TV	16.6
5. Stage 7 (TPA)	Mon.	9:30	KSTP-TV	16.3
6. Highway Patrol (Ziv)	Thurs.	10:30	KSTP-TV	16.2
7. I Led 3 Lives (Ziv)	Tues.	9:30	KSTP-TV	15.1
8. Secret Journal (MCA-TV)	Fri.	7:00	KSTP-TV	13.5
8. Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	13.5
10. Badge 714 (NBC Film)	Tues.	10:30	KSTP-TV	11.6

CHICAGO — FOUR-STATION MARKET

1. Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	28.8
2. Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	21.2
3. I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	16.5
4. Highway Patrol (Ziv)	Thurs.	9:00	WGN-TV	15.2
5. City Detective (MCA-TV)	Fri.	9:30	WGN-TV	14.4
6. San Francisco Beat (CBS Film)	Tues.	9:00	WGN-TV	13.5
7. Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	12.7
8. Wild Bill Hickok (Flamingo)	Tues.	6:00	WGN-TV	12.4
9. Susie (TPA)	Sat.	9:30	WBKB	12.1
10. Cisco Kid (Ziv)	Sun.	5:00	WBKB	11.9

ATLANTA — THREE-STATION MARKET

1. Badge 714 (NBC Film)	Mon.	7:00	WSB-TV	29.2
2. Superman (Flamingo)	Wed.	7:00	WSB-TV	28.1
3. Amos 'n' Andy (CBS Film)	Thurs.	7:00	WAGA-TV	24.0
4. Science Fiction Theatre (Ziv)	Tues.	7:00	WAGA-TV	22.5
5. City Detective (MCA-TV)	Sat.	11:00	WSB-TV	21.2
6. Susie (TPA)	Mon.	7:30	WSB-TV	20.9
7. Highway Patrol (Ziv)	Fri.	7:30	WAGA-TV	20.7
8. Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	19.8
9. Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	19.1
10. Annie Oakley (CBS Film)	Mon.	6:00	WLWA	18.8

CLEVELAND — THREE-STATION MARKET

1. Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	29.9
2. Range Rider (CBS Film)	Sun.	7:00	WEWS	27.0
3. Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	22.4
4. Crunch & Des (NBC Film)	Wed.	7:00	KYW-TV	21.3
5. Soldiers of Fortune (MCA-TV)	Thurs.	7:00	KYW-TV	21.0
6. Sheena of the Jungle (ABC Film)	M-F	6:00	KYW-TV	18.8
7. Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	18.4
7. Sheriff of Cochise (NTA)	Sun.	10:30	KYW-TV	18.4
9. Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	17.1
10. Frontier (NBC Film)	Sat.	10:30	WJW-TV	14.1

LOS ANGELES — SEVEN-STATION MARKET

1. Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	18.4
2. Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.8
3. Death Valley Days (McC-E)	Sat.	7:00	KRCA-TV	16.1
4. Highway Patrol (Ziv)	Mon.	9:00	KTTV	15.1
4. Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	15.1
6. Badge 714 (NBC Film)	Sat.	7:30	KTTV	14.6
7. Annie Oakley (CBS Film)	Thurs.	6:00	KABC-TV	14.1
8. Brave Eagle (CBS Film)	Thurs.	6:30	KNXT	13.8
9. Life With Father (CBS Film)	Fri.	7:00	KNXT	13.1
10. Wild Bill Hickok (Flamingo)	Wed.	6:30	KABC-TV	12.9

SEATTLE-TACOMA — FOUR-STATION MARKET

1. Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	38.7
2. Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	34.0
3. Search for Adventure (Bagnall)	Sat.	7:00	KING-TV	30.5
4. Sheriff of Cochise (NTA)	Mon.	7:00	KING-TV	28.7
5. Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	28.5
6. Badge 714 (NBC Film)	Sun.	6:00	KING-TV	26.2
7. Western Marshall (NBC Film)	Wed.	6:00	KING-TV	22.0
8. Superman (Flamingo)	Tues.	6:00	KING-TV	21.7
9. Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	20.5
10. Crunch & Des (NBC Film)	Thurs.	9:00	KOMO-TV	19.7

WASHINGTON — FOUR-STATION MARKET

1. Highway Patrol (Ziv)	Sat.	7:00	WTOP-TV	17.3
2. Brave Eagle (CBS Film)	Fri.	6:00	WMAL-TV	14.4
2. Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	14.4
2. Superman (Flamingo)	Tues.	7:00	WRC-TV	14.4
5. Jungle Jim (Screen Gems)	Wed.	6:00	WMAL-TV	14.2
6. Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	13.0
7. Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	12.9
8. Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	12.7
8. Soldiers of Fortune (MCA-TV)	Mon.	7:00	WTOP-TV	12.7
10. Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	10.9

COLUMBUS — THREE-STATION MARKET

1. Highway Patrol (Ziv)	Tues.	10:30	WBNS-TV	33.8
2. San Francisco Beat (CBS Film)	Sun.	9:30	WBNS-TV	25.8
3. Sheriff of Cochise (NTA)	Thurs.	7:30	WBNS-TV	23.4
4. Rosemary Clooney (MCA-TV)	Tues.	7:00	WTVN-TV	23.0
5. Soldiers of Fortune (MCA-TV)	Wed.	6:30	WBNS-TV	22.7
6. Superman (Flamingo)	Wed.	6:00	WBNS-TV	22.0
6. Man Called X (Ziv)	Fri.	9:30	WBNS-TV	22.0
8. Public Defender (Interstate)	Mon.	6:30	WBNS-TV	21.2
9. Buffalo Bill Jr. (CBS Film)	Fri.	6:00	WTVN-TV	17.9
10. China Smith (NTA)	Wed.	7:00	WTVN-TV	17.1

BOSTON — TWO-STATION MARKET

1. Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	25.9
2. Frontier (NBC Film)	Fri.	10:30	WNAC-TV	23.2
3. Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	22.8
4. Count of Monte Cristo (TPA)	Tues.	8:30	WNAC-TV	21.1
5. Annie Oakley (CBS Film)	Sun.	5:00	WNAC-TV	20.4
6. Superman (Flamingo)	Fri.	6:30	WNAC-TV	18.7
7. Judge Roy Bean (Screencraft)	Sun.	7:00	WBZ-TV	18.2
7. Sheriff of Cochise (NTA)	Sun.	6:00	WNAC-TV	18.2
9. I Led 3 Lives (Ziv)	Wed.	7:30	WNAC-TV	17.6
10. Three Musketeers (ABC Film)	Sat.	5:30	WNAC-TV	17.1
10. Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	17.1

The A B C *of paid circulation*

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the July-December, 1956 audit period averaged a paid weekly circulation of 16,959. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 26 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

Syndicators Feeling Impact of Movies—Cole

ACKNOWLEDGMENT that the volume of Hollywood feature film product available to television has tended to "dry up a considerable amount" of stations' playing time was made by John Cole, Guild Films' vice president in charge of sales, at a national sales conference of that company.

He asserted, however, that Guild's record over the past six months "proves there is no shortage of big regional sponsors for top quality half-hour shows and that they are willing to pay top prices for them."

Mr. Cole, speaking to more than 20 Guild sales representatives in New York during the Jan. 12 weekend, charged that major studio feature films have failed to fulfill the advertiser's demand for sponsor identification. He said that despite high ratings accumulated by individual motion pictures, many advertisers have begun to complain of this lack.

Reub Kaufman, Guild President, briefed sales representatives on the company's prospects for this year and expressed the view that Guild, which has "grown to a $7 million concern" in four years, will experience "its greatest year in syndicated sales." He revealed that at least three new program series will be produced and placed into syndication during this year. Without elaborating, he said they would include another series based on Jack London's stories (Guild has produced a series titled *Captain David Grief* based on the author's stories of the South Seas), a series on New York's most important police cases, and a dramatic anthology series with "a new concept."

TCF-TV Productions Plans Pilots on Seven New Series

PILOT films will be made by TCF-TV Productions, Hollywood, within the next three months for seven new half-hour television shows.

Irving Asher, executive in charge of production for the 20th Century-Fox subsidiary, said following conferences with officials of National Telefilm Associates' film network and 20th Century-Fox, that four of the seven pilots will be made for the NTA Film Network, and the remaining three will be available to other networks and sponsors.

Three of the pilot films for NTA will be *How to Marry a Millionaire, Mother Is a Freshman,* and *Anything Inc.* NTA will choose the fourth property soon from a list submitted by TCF-TV Productions.

LeVine Heads New Kling Unit

ALFRED LeVINE has been appointed director of the syndicated film division of Kling Film Enterprises, Chicago, with responsibility for organizing sales agencies and supervising distribution of Kling film packages, the company announced Monday. He will continue to market and distribute other properties under Sportlite Inc.

Disney Grosses $27.5 Million

AIDED by a $4,444,378 increase in income from television, which totaled $6,996,890, Walt Disney Productions for its fiscal year ended Sept. 29, 1956, reached a gross of $27,565,394. This was up from $24,638,652 in 1955, despite a drop of $2,615,341 in film rentals from 1955's all-time high of $17,670,083, President Roy O. Disney said Wednesday in his annual report to stockholders. Disney's consolidated net for the year reached an all-time peak of $2,623,541, equal to $2.01 per common share. This compared to the 1955 net of $1,352,576, or $1.04 a share after adjusting for the two-for-one stock split last August.

Playhouse Production Rises 275%

PLAYHOUSE PICTURES, Hollywood, Calif., produced 232 different animated tv commercials during 1956 for a total billing of $575,000, according to the first yearend tabulation released during its four years of operation by owner Adrian D. Woolery.

Production figures in the past year were 275% higher than those of 1955.

Three Buy 'Popeye' Films

IN a transaction grossing more than $500,000, Associated Artists Productions, New York, has sold its library of 234 *Popeye* cartoons to WHBQ-TV Memphis, CKLW-TV Windsor-Detroit and WLAC-TV Nashville. AAP's national sales department completed sales and also arranged for sponsorship of the cartoons on three stations by Flav-R-Straws, also New York, of three one-minute commercials per week for 52 weeks. Paul Kwartin, national sales manager of AAP, negotiated sales and also arranged for Flav-R-Straw sponsorship through Ruthrauff & Ryan, and station representatives of WHBQ (TV), CKLW-TV and WLAC-TV.

FILM SALES

Interstate Television Corp., N. Y., last week announced sales of *Adventure Action* series to WHIO-TV Dayton, KNAC-TV Fort Smith, Ark., and WCKT (TV) Miami and *Public Defender* to KILT-TV El Paso, KMBC-TV Kansas City, KSYD-TV Wichita Falls, WSBA-TV York and WJAC-TV Johnstown, both Pa.

Minot Tv Inc., N. Y., reports sales of *The Tracer,* half-hour tv film series, to WSBA-TV York, WHP-TV Harrisburg, WARM-TV Scranton, all Pa. and WTVW (TV) Evansville, Ind.

FILM PEOPLE

Marilyn Arbetter, assistant to director of publicity, Screen Gems, N. Y., to National Telefilm Assoc., same city, promotion department, as copy supervisor.

Jerry Dreifuss, previously with United Feature Syndicate, *New York Post* and Fawcett Publications as editor-reporter, to William Tell Productions, N. Y., as special publicity director.

Albert Margolies, advertising-publicity-exploitation director, Buena Vista Film Distributation Co., Walt Disney releasing subsidiary, resigned Jan. 1.

the only advertising medium that can do "business during alterations" is
THE NATION'S VOICE
ONE OF A SERIES OF ADS RUN IN THE WALL STREET JOURNAL AND OTHER LEADING NEWSPAPERS

A Startling Advertising Strategy Is Born!

Radio—and only radio—can sell your potential customer while she is occupied with other things. Radio is her constant companion, the symbol of the new selling strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Your sales message is carried directly to a huge daily audience with repeated impact and with a cost efficiency which is phenomenal.

Alfred Politz Research, Inc. collected the important facts on which this new technique is based. This highly respected research firm discovered that even in areas where TV is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% listen!

Not in just one—but in 5 separate markets, the Politz studies show that people trust, respect and listen most to one great station . . . by such surprising margins as 11 to 1 over the next station. Such facts as these were the basis for the strategy now called The Nation's Voice.

Examples of how advertisers are making one dollar do the work of two, by using a few great stations, are ready for your inspection. Call the Christal office nearest you for a demonstration of The Nation's Voice.

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore	**WBEN** — Buffalo	**WGAR** — Cleveland	**WJR** — Detroit	**WTIC** — Hartford
WDAF — Kansas City	**KFI** — Los Angeles		**WHAS** — Louisville	**WCKR** — Miami
WTMJ — Milwaukee	**WHAM** — Rochester	**WGY** — Schenectady	**WSYR** — Syracuse	**WTAG** — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

A COST COMPARISON OF 4 EXCELLENT MEDIA

If you invest $100,000 in advertising with—

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just three times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for 3 color pages—delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM—your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE—your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

RAB '57 GOAL: 30% SALES BOOST

- **Sweeney letter cites favorable radio sales climate**
- **Outlines RAB budget, area sales clinic presentations**

A CONCENTRATED DRIVE to boost radio's overall sales by 30% in 1957 is being launched by Radio Advertising Bureau, coincident with this week's kickoff of its 1957 series of area sales clinics.

The 30% boost, if accomplished, would hoist radio time sales to an estimated $779 million level this year, against approximately $559 million in 1956, according to RAB estimates. RAB has called on all its member stations to get behind its "57-30 Plan" (in '57, a 30% increase) and has detailed its own plans in that direction and outlined areas in which the stations can help.

The past year, President Kevin Sweeney said in a letter to members, "was a good year for radio" but "could have been much better. The 20% increase in national spot and about the same increase in local billing was far below what we could have done."

Although 1957 "has no more potential than 1956," he continued, there is an "important difference" in the climate in which radio willl operate this year:

"It's a climate of guarded acceptance by a growing group of national and regional advertisers. Without much new effort on our part, this new climate can mean a 10% increase in 1957 for you. If we exploit our new position aggressively, the 30% increase is possible."

To finance its share of the drive, Mr. Sweeney noted, RAB is starting 1957 with an $820,000 budget. "By midyear we expect to be at an $860,000 level," he continued. "By Jan. 1, 1958, we hope to be at $950,000. This steady growth will give us the funds to perform RAB's part of the 57-30 plan."

In a rundown of RAB's own sales-boosting plans, which were sketched in part at the Bureau's membership meeting last fall [B•T, Nov. 5, 1956], Mr. Sweeny said the bureau will:

- Expand its national sales organization to 12 fulltime men, as compared to six a year ago, and will shoot for 450 presentations a month and a 40% increase in national business;
- Concentrate its area sales clinic ammunition on problem areas in station selling;
- Increase the number of its late summer regional management conferences from four to six;
- Make 1,400 personal presentations to key regional and local advertisers in 26 cities;
- Expand research and other work on "basic sales tools," and develop eight package mailings for stations to use in selling the local business categories that give newspapers 70% of their local dollar volume.

For their part, Mr. Sweeney continued, stations should develop their own individual "57-30 plans," aimed at boosting business each month by 30% over the same month of 1956; help get more national business by selling manufacturers' local representatives on the value of radio; and compete with other media—not with other radio stations—in fighting for the retailer's dollar.

For stations to boost their own volumes by 30% monthly, Mr. Sweeney cautioned, will require "money and manpower—probably more than you are now allocating." And, he added, "It also may mean taking the initiative in raising rates in oversold periods."

The area sales clinics, which start today (Mon.), will be held in 52 cities between now and March 1. Some 2,500 radio salesmen from more than 600 local stations are expected to participate.

One part of the six-section program at each clinic will concentrate on "Selling the Hard Ones"—four areas where radio stations most often run into sales resistance. An entirely new presentation has been developed by RAB to help with these problem areas, which include (1) nighttime radio, (2) program sales, (3) early-week time, and (4) the 10 a.m. to 4 p.m. time.

"Every station," Mr. Sweeney said, "is encountering some resistance in selling one or more of these 'hard' times while there is a steadily worsening SRO condition during the 6-10 a.m. and 4-7 p.m. periods in most cities. Through the 'Selling the Hard Ones' presentation we hope to arm salesmen well enough that they can show the often superior values of some of these times to advertisers who are currently insisting on the overcrowded times."

The nighttime phase of the presentation, for example, incorporates research data giving a breakdown of evening radio listenership by both men and women, according to age groups, based on six major market studies conducted for RAB by The Pulse Inc.

This shows that the percentage of women who listen to the radio between 6 p.m. and midnight is:

Married working women	35.7%
Single working women	41.8%
Older women (aged 50 and up)	44.8%
'Teen age girls	42.5%

Similarly, for men, the studies showed:

Working men	30.7%
Older men	37.0%
Men 25-35	27.9%

In addition, the presentation points up A. C. Nielsen Co. figures to show that 63.4% of U. S. families listen to radio at night—whereas a study financed by the *Richmond* (Va.) *News-Leader* and *Times Dispatch* show the total number of metropolitan families reached by daily newspapers—morning and afternoon—comes to only a slightly higher figure—67%.

56.6% of Cars at Night

Moreover, RAB notes, aside from the 63.4% of families reporting nighttime listening at home, 56.6% of automobile radio families tune in at night during the week.

Other proof of nighttime radio's effectiveness is culled from RAB's "Offbeat" surveys in which products are shown to win—through radio—identification in areas where they are not even available for sale.

For instance, Currie's Mile High Ice Cream stores—located in California—were advertised in seven spots one night and eight spots the next on a single station (WCCO Minneapolis) 1,600 miles away. Next day, Pulse interviewers went to work in downtown Minneapolis and also in St. Cloud and Mankato, both approximately 60 miles away. RAB reported the results thus:

"In Minneapolis—with 90% tv penetration—9.1% of the respondents could successfully identify Currie's 'Mile High cones.' In St. Cloud and Mankato—where tv penetration is also very high—10.7% and 11.3% of those interviewed had heard and remembered Currie's advertising. Except for one person in Minneapolis and one person in Mankato who heard about Currie's in California—radio was the sole means of telling these people about Currie's."

In addition to the clinic presentation on nighttime and other difficult areas of station selling, the clinic programs will include (1) "Radio's Basic Presentation for 1957," which shows radio in relationship to other media and offers tips on selling against them; (2) "A Station Sales Manual," designed to

TUCSON
KTKT
IS NOW
BROADCASTING
ON
990
WITH
10,000
WATTS
ASK FORJOE
TUCSON'S MOST POPULAR RADIO STATION
ARIZONA'S MOST POWERFUL RADIO STATION
10,000 WATTS

He's Mister Music in Central New York

IF it's not good music, Ed Murphy won't use it. The Ed Murphy shows, four times daily on WSYR, have a distinctive quality all their own, because they're produced by a *specialist* in musicianship and showmanship. Ed Murphy has spent 21 years working with the top recording stars of our time, in radio and the theater. He's the best in his line in Syracuse radio, because like all WSYR's featured performers, he knows what he's doing and *likes doing it.*

In short, he's a real pro!

NBC Affiliate

BEST COVERAGE OF A REALLY BIG MARKET

The WSYR coverage area has a population over 1.5 million — annual buying power in excess of $2.2 billion.

WSYR

5 KW • 570 KC SYRACUSE, N. Y. *Represented Nationally by* HENRY I. CHRISTAL CO., INC.

of the 233 Metropolitan Areas in the U.S. . . . . .

THE TAMPA-ST. PETERSBURG MARKET RANKED

21ST

IN TOTAL RETAIL SALES GAINS!

Tampa and St. Petersburg are *shopping centers* for one of Florida's richest, fastest-growing trade areas where constantly expanding industry and agriculture create steady *year 'round* payrolls!

WFLA-Radio delivers this expanding market — *PLUS 11 counties of the trade area* — and a big share of Florida's more than 5-million tourists who each year come to Florida's West Coast for fun in the sun!

To reach this big, double-barrelled audience of year 'round buying power plus bonus tourist listeners *more often*—spot your product on WFLA!

(Figures from Sales Management—1956)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC TAMPA-ST. PETERSBURG

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

help stations build sales; (3) "Selling Sound With Success," consisting of 20 documented success stories from small, medium, and large markets; (4) "Selling Three Important Categories of Local Business," with taped and printed background and selling data on women's wear stores, local food processors (dairies, bakeries, etc.), and the jewelry business; and (5) "What Is RAB?", a summary of the activities and objectives of the bureau.

The clinic series opens today in Miami and Raleigh, N. C. Sherril Taylor, vice president and promotion director, will conduct the one in Miami; James Shoemaker, membership manager, the one in Raleigh. Others conducting sessions in the 52-city lineup will be President Sweeney, Vice President and General Manager John F. Hardesty, Station Services Director Arch L. Madsen and promotion manager Warren J. Boorom.

Batson Elected Head Of S. C. Broadcasters

CHARLES A. BATSON, WIS-TV Columbia, last week was elected president of the South Carolina Radio-Tv Broadcasters Assn. James F. Goggins, WKDK Newberry, past president, presided at the Wednesday-Thursday meeting, held in Columbia.

MR. BATSON

W. Randall Davidson, WAKN Aiken, was elected vice president and T. Doug Youngblood, WFIG Sumter, continues as secretary-treasurer. New directors elected were Gerald Quick, WNOK Columbia, and James K. Whitaker, WQOK Greenville. Continuing on the board are J. William Quinn, WBTW (TV) Florence, and J. Forrest Ramsey, WJAY Mullins. Walter J. Brown, WSPA Spartanburg, was chairman of the Resolutions Committee. Mr. Batson was program chairman. Convention co-chairmen were C. Wallace Martin, WMSC, and Charles W. Pittman, WCOS, both Columbia.

Robert Richardson, secretary of the Aug. W. Smith Co., (department store), Spartanburg, S. C., told how the store has used radio successfully for a quarter-century [B•T, Oct. 18, 1954]. Substituting for Tom McGee, president of Aug. W. Smith Co., Mr. Richardson cited development of a daily morning quarter-hour of many years standing featuring Jane Dalton, whose broadcasts cover everything from studio guests to beep interviews with store buyers or customers.

The store has spent over $150,000 on radio in a decade-and-a-half, Mr. Richardson said, listing examples of the persuasive power of the medium. He said radio and newspapers do not duplicate to any great extent, one reason the store has used many media—direct mail, billboards, fashion shows, institutional, and other types of in-store and out-of-store promotion—in addition to radio and newspapers.

"The way to use radio," he said, "is to get with it and stay with it until it becomes a listening habit. A lot of our results from radio came from broadcasts made yesterday, last week, last month, six months ago. In other words, we are not always looking for immediate results. We have found there often is a delayed reaction, an accumulation of reactions over the weeks. Of course, we know that radio can sell specific items."

Mr. Richardson explained the store uses all Spartanburg radio stations, especially for quick saturation or continuous spot campaigns designed for special promotions. He said the store wants first of all an established program to sell goods and keep the name before the public as well as for public relations benefits. He said Aug. W. Smith Co. has used tv but not yet to any great extent. "We like radio, plan to continue its use and think it should have a place in the advertising plans of every department store," he concluded.

John F. Meagher, NARTB radio vice president, was Wednesday luncheon speaker. Arthur C. Schofield, vice president for advertising and sales promotion of Storer Broadcasting Co., spoke on "The Schofield Seven." Elmo Ellis, WSB Atlanta program director, discussed "Let's Get the Rust Out of Radio."

NARTB Lobbyists Report Total Salaries of $113,092

THE highest individual salary reported to Congress under the Federal Regulation of Lobbying Act in 1955—$52,916—was paid to NARTB President Harold E. Fellows, *Congressional Quarterly* reported last week. *CQ*, which compiled quarterly reports submitted to Congress on lobbying activities for that year, also said the total salaries received by the five-man NARTB lobbying staff reported for that year "was high with $113,092."

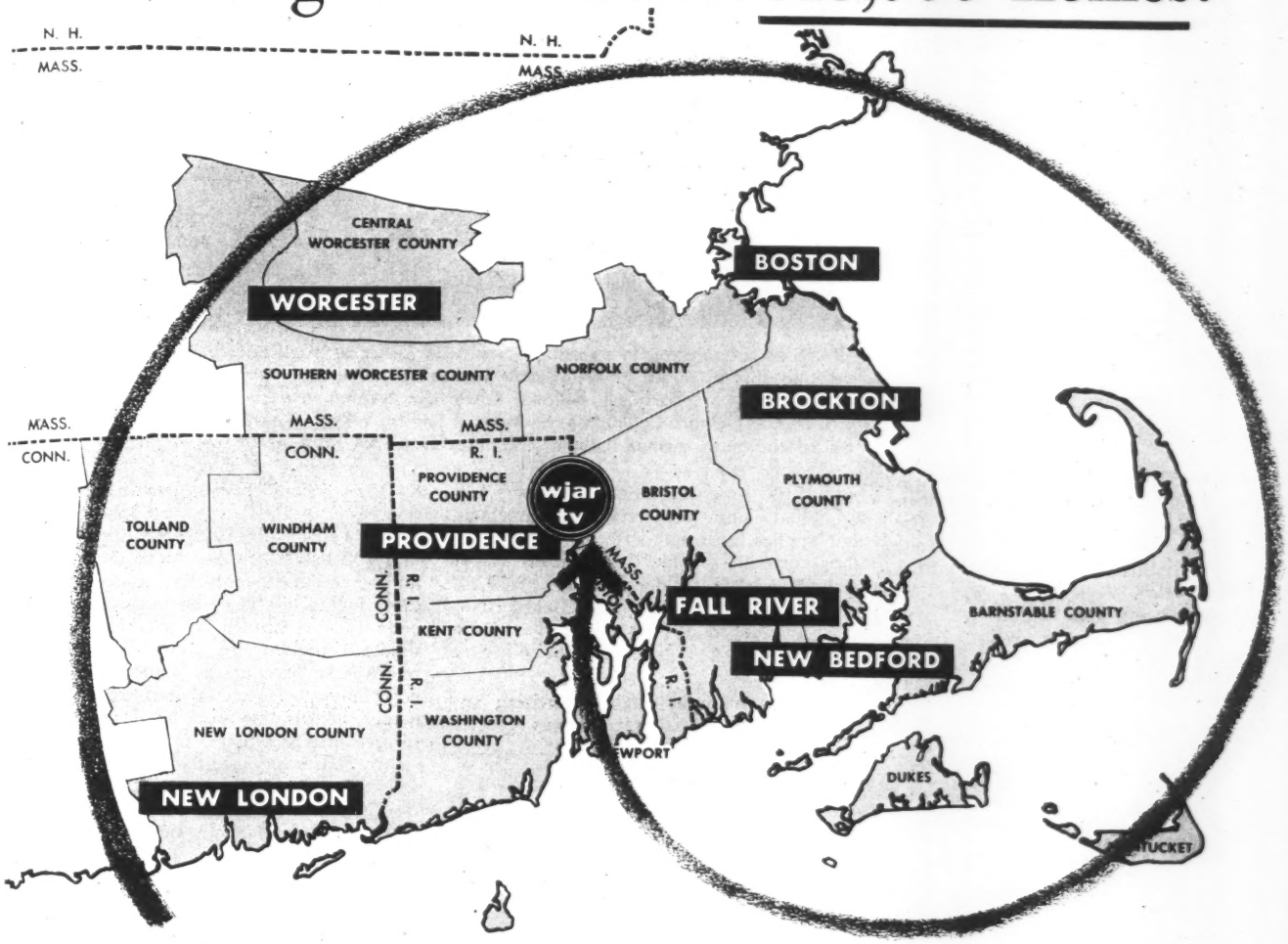
Mr. Fellows stated on NARTB's report, according to *CQ*, that the Lobbying Act was "not applicable to me or this organization" but that he filed "in order that I may be free to consider and discuss legislation without question." Mr. Fellows appeared numerous times before congressional committees in 1955 and 1956 to testify in behalf of broadcast interests.

CQ said it was informed by an NARTB spokesman that Mr. Fellows' work was confined largely to his appearances before Senate and House committees, and quoted NARTB as adding, "He's paid to head a trade association, not to lobby."

Of the 579 persons and firms reporting for 1955 under the Lobbying Act, 128 said they had no income from lobbying.

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

This is the Southeastern New England Market... 810,700 Homes!



WJAR-TV Channel 10

Reaches More of These Homes Every Day Than Any Other Television Station*

*A. C. NIELSEN
NCS No. 2 Survey
Spring, 1956
Check your Nielsen for extent of Channel 10 bonus area.

wjar-tv CHANNEL 10

Represented by WEED Television

PROVIDENCE, RHODE ISLAND
A service of The Outlet Company

Agencies, Reps Give Tv Code Cooperation

ADVERTISING agencies and station representatives are anxious to go along with the program and commercial rules laid down in the NARTB Tv Code, judging by their comments at informal discussions held Tuesday and Wednesday with the NARTB Tv Code Review Board and its staff.

At separate meetings held at the Waldorf-Astoria, New York, the two groups asked code officials to suggest ways they could keep apprised of code interpretations and stay within the rules. Three officials of American Assn. of Advertising Agencies lunched with the code group Wednesday. They were Arthur Tathum, chairman of the AAAA Improvement of Advertising Content Committee; Edwin Cox, vice chairman of the committee, and August Nelson, AAAA vice president.

Meeting with the code officials Tuesday noon on behalf of Station Representatives Assn. were Frank Headley, of H-R Television Inc., SRA president; Ed Codel, The Katz Agency, chairman of SRA's Trade Practices Committee, and Larry Webb, SRA managing director.

Both agency and representative officials agreed there should be more informal contacts within the code structure. They went over specific provisions of the tv code in detail and volunteered cooperation.

The code board formally accepted members of the Alliance of Film Producers Inc. as affiliate subscribers under an agreement that applies code standards to 75% of all films currently produced specifically for tv performance. G. Richard Shafto, WIS-TV Columbia, S. C., Code Review Board chairman, announced tv film producers and distributors not in the alliance would be invited to join the code.

Steady decline in pitch advertising and commercials of program length was reported by Mr. Shafto since a firm interpretation was issued by the board last June. He said the code staff had investigated all complaints in 1,700 letters received from viewers. The number of complaints has gained substantially in the last year, he said, because the code is now known to more people and repeated requests for criticism and comments have been made. While many of the complaints were general, not giving specific details, he said they were helpful collectively in revealing preferences in trends and tastes.

WAYS of cooperating in operation of NARTB Tv Code discussed Tuesday at New York meeting of NARTB and AAAA officials. Left to right: August Nelson, AAAA vice president; NARTB President Harold E. Fellows; Edwin Cox, AAAA vice chairman, Improvement of Advertising Content Committee; G. Richard Shafto, WIS-TV Columbia, S. C., NARTB code board chairman; Arthur Tathum, chairman of AAAA ad content committee.

Mr. Shafto reported the number of station subscribers had increased from 260 to 297 in 1956, with 17,000 hours of monitoring time covering all three networks and 104 stations.

Attending the New York meeting from NARTB, besides Mr. Shafto, were these code board members: William B. Quarton, WMT-TV Cedar Rapids, Ia., vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, Triangle Publications stations.

Taking part for NARTB were President Harold E. Fellows; Edward H. Bronson, tv code director; Donald N. Martin, public relations assistant to the president; Robert L. Heald, chief attorney; Charles S. Cady, assistant code director, and Robert K. Richards, consultant.

ANA to Hold Its First One-Day Workshop in New York Jan. 24

ASSN. of National Advertisers will hold its first one-day workshop in New York Thursday (Jan. 24), with the session devoted exclusively to cooperative advertising. Elmer L. Ward Jr., executive vice president, Palm Beach Co., is program chairman of the workshop, which is expected to be attended by 150 ANA members and advertiser guests.

Among the questions to be explored in presentations by various speakers are: Should you use cooperative advertising? How can co-op advertising be used most effectively? What are the legal limitations of co-op?

KFSA-TV

Now, Ft. Smith's first television station brings the first remote facilities to Western Arkansas.

And by maintaining the "fustest with the mostest," KFSA-TV is your best advertising buy in the Ft. Smith trade area.

. . . first with remote service for Ft. Smith

The only SUCCESSFUL UHF in the Great Southwest

KFSA-TV

Ft. Smith NBC-ABC

For choice availabilities contact— or John E. Pearson Company

Affiliated Management

KFSA Radio • Ft. Smith Times-Record • Ft. Smith Southwest American

ARE YOU HALF-COVERED

IN NEBRASKA'S OTHER BIG MARKET?

1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV covers Lincoln-Land — 200,000 families, 125,000 of them unduplicated by any Omaha TV signal!

95.5% OF LINCOLN-LAND IS OUTSIDE OMAHA'S GRADE "B" COVERAGE! This important 42-county market is as independent of Omaha as Hartford is of Providence . . . or South Bend is of Fort Wayne.

Latest Telepulse figures show that KOLN-TV gets 194.4% more *nighttime* viewers than the next station, 138.1% more *afternoon* viewers!

Let Avery-Knodel give you the facts on KOLN-TV, the Official Basic CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

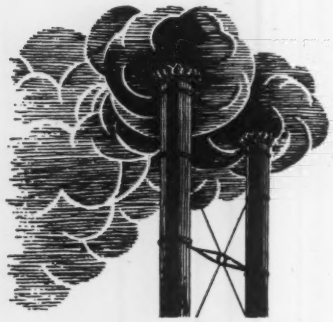
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS



STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

VOD Semifinalists Picked; Winners to Be Named Feb. 22

TWELVE semifinalists in the tenth annual Voice of Democracy contest were announced over the weekend by NARTB President Harold E. Fellows. A board of national judges is screening the 12 entries, with the four national winners to be announced Feb. 22 at the annual VOD awards dinner.

All 52 state and territorial winners will be brought to Washington Feb. 20 for three days of visiting with high government officials. Sponsoring the contest, along with NARTB, are Radio-Electronics-Tv Mfrs. Assn. and the U. S. Junior Chamber of Commerce. A screening committee including representatives of these groups picked the 12 semifinalists from the 52 state-territorial winners.

The semifinalists are: Charlann Scheid, 18, N. Phoenix High School, Phoenix, Ariz.; Earl McCarroll Jr., 17, Central High School, Little Rock, Ark., who has appeared as an m. c. on KLRA that city; Judith Buonaccorsi, 17, Bishop O'Dowd High School, San Leandro, Calif.; Richard Hummel, 15, Elkhart High School, Elkhart, Ind.; Elaine Dixon, 18, Alexander Ramsey High School, St. Paul, Minn.; Steve Crosno, 17, Las Cruces High School, Las Cruces, N. M., who has a daily show on KGRT Las Cruces; Debora Allen, 17, Emma Willard School, Troy, N. Y.; Frances Demetriou, 16, Senior High School, Greensboro, N. C.; Kay Stanton, 17, St. Mary's Central High School, Bismarck, N. D.; Ted Cooper, 16, Portsmouth High School, Portsmouth, Ohio; Mary Ellen Zanton, 17, Janesville High School, Janesville, Wis.; Shirley Jean Rollinson, 17, Sacred Heart Academy, Honolulu, T. H.

The other 40 state and territorial winners are:

Ala.—Thomas Allen Fowler, Huntsville; Colo.—Paul Horan Jr., Denver; Conn.—Mariette Hartley, Weston; Del.—Kenneth C. Shelin Jr., Wilmington; Fla.—Judith Lynn Clark, Miami, Coco. Grove; Ga.—Carey Bowen, Dalton; Idaho—Bruce Fox, Twin Falls; Ill.—Dave Cohler, Flossmoor; Iowa—Larry Haase, Harlan; Kan.—Maria D. Swerbilow, Wichita.

Ky.—Tom Owen, Louisville; La.—Larry Morgan, Sulphur; Me.—Mary Jay Osler, Bangor; Md.—Ginny Emory, Kingsville; Mass.—John A. Macleod, Brockton; Mich.—Eunice Shartow, Saginaw; Miss.—Lucy Gwinn Martin, Natchez; Mo.—John Welz, Webster Groves; Mont.—Michael Buckley, Butte; Neb.—Dale L. Gilsdorf, Hastings.

Nev.—Philip Thatcher, Reno; N. H.—Gary G. Baker, Keene; N. J.—James M. Rhodes, Red Bank; Okla.—John Bill McCullough, Miami; Ore.—Sue Cottnair, Eugene; Pa.—Jane Ann Hess, Waynesboro; R. I.—Thomas Crawley, Central Falls; S. C.—Martin Price, Spartanburg; S. D.—Mary Feldhaus, Sioux Falls; Tenn.—Edward Mitchell Kaplan, Memphis.

Tex.—Lyn Ellen Hammack, Lubbock; Utah—Marilyn Tate, Salt Lake City; Vt.—Roberta Stone, White River; Va.—Carrollyn Charles, Princess Anne; Wash.—Judy Robertson, Bellevue; W. Va.—DeWitt Beall Jr., Parkersburg; Wyo.—Nadine Matteson, Thermopolis; Alaska—Kay Benson, Ketchikan; D. C.—Richard Steven Weissberg, Washington; P. R.—Horacio Cordero, Condado.

Adman Belding Says Radio Has Met Challenge of Tv

TELEVISION, greatest challenger to the radio broadcasting business, has been met and radio has made a full recovery and has become the basic local medium in many localities and established itself at the lowest cost per thousand of any advertising medium, Don Belding, chairman of the executive committee, Foote, Cone & Belding, said Wednesday at a luncheon given in his honor by the Southern California Broadcasters Assn.

With the national advertising volume "pushing $10 billion now" and likely to hit $15 billion by 1965 unless the national economy bogs down, radio's only problem is to get its fair share of the total amount and not to let television get all the fat when the fat is dished out, Mr. Belding said. He suggested that one way would be to adapt for radio the classified ad section of newspapers which has been the papers' most profitable feature and which could prove equally profitable to radio.

Lloyd C. Sigmon, vice president of KMPC Los Angeles and SCBA board chairman, presented Mr. Belding with a plaque from SCBA honoring his contributions to advertising on the eve of his retirement from the agency and from active participation in the advertising business.

RAB Signs 25 More

TWENTY-FIVE new member stations were signed during the last 60 days of 1956 by Radio Advertising Bureau, it has been announced by RAB Station Service Director Arch L. Madsen.

The new stations are: KBEE Modesto, Calif.; KDAY Santa Monica; KFAM St. Cloud, Minn.; KFDR Grand Coulee, Wash.; KFWB Los Angeles; KGAL Lebanon, Ore.; KGEN Tulare, Calif.; KIMO Independence, Mo.; KMPC Los Angeles; KODY Cody, Wyo.; KOOL Phoenix; KSFO San Francisco; WBEL Beloit, Wis.; WBIW Bedford, Ind.; WDCT Burlington, Vt.; WHTN Huntington, W. Va.; WIZZ Streator, Ill.; WJWG Conway, N. H.; WMOU Berlin, N. H.; WMTE, Manistee, Mich.; WOAI San Antonio; WPVL Painesville, Ohio; WRRR Rockford, Ill.; WSSV Petersburg, Va., and WWSW Pittsburgh.

Color Film Seminars Scheduled

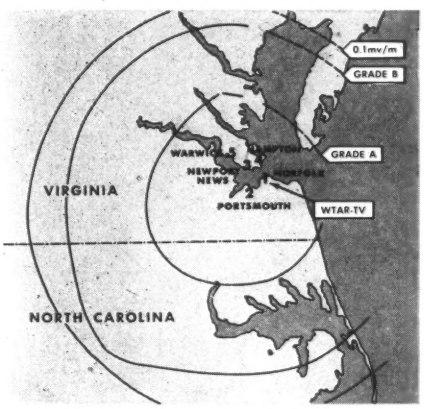
CONSOLIDATED Film Industries has scheduled seven color seminars, starting last Tuesday and to be repeated Jan. 22 and 29, Feb. 5, 12 and 19 at 4:30 p.m. at its plant at 521 W. 57th St., New York. The purpose of the seminars is to acquaint agency and network executives, television and industrial film producers with the various phases of color film processing.

Experience is Your Best Pilot

Man and boy, WTAR and WTAR-TV have been navigating the air-waves of Tidewater Virginia since 1923, when WTAR Radio went on the air.

WTAR-TV's "Air-Date" was April 2nd, 1950. WTAR-TV's almost seven years of telecasting experience is one of the most valuable assets you buy when you advertise on Tidewater Virginia's dominant VHF Station.

Naturally, there can never be a Television Station hereabouts with the length of priceless EXPERIENCE that WTAR-TV gives you.



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

BASIC FACTS on WTAR-TV

Channel 3 . . . Maximum Power . . . Maximum Tower . . . CBS Network

Estimated Sets in area (Dec. 1, 1956)	418,016
Population in area	1,767,900*
Families in area	457,700*
Effective Buying Power	$2,407,998,000.00*

(*From Sales Management's Survey of Buying Power, May 10, 1956)

CBS WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA

Business Office and Studio–720 Boush Street, Norfolk, Va., Tel.: MAdison 5-6711

REPRESENTATIVE: Edward Petry & Company, Inc.

Kane, NCAA Tv Committee To Set Up 1957 Football Policy

NATIONAL Collegiate Athletic Assn.'s new 1957 television committee, headed by Robert J. Kane, Cornell U. and Dist. 2 representative, is expected to meet in Chicago in the next fortnight to set up machinery for this fall's football tv control program.

Mr. Kane succeeds Howard Grubbs, Southwest Conference and Dist. 6 member, as chairman of the tv planning group, which probably will draw up a program combining the national-regional game features of the past two years. Rest of the committee, as appointed by NCAA's council at its convention in St. Louis Jan. 12 [AT DEADLINE Jan. 14] is substantially the same as in 1956, with all but one member as holdovers.

Members are: Warren P. McGuirk, U. of Massachusetts, Dist. 1; Mr. Kane, Dist. 2; James H. Weaver, Atlantic Coast Conference, Dist. 3; Douglas R. Mills, U. of Illinois, Dist. 4; Reaves E. Petters, Big Seven Conference, Dist. 5; Mr. Grubbs, Dist. 6; E. L. Romney, Mountain States Conference, Dist. 7; Alfred R. Masters, Stanford U., Dist. 8; and Rix N. Yard, Denison U.; Theodore Harder, Santa Barbara College, and a third member to be named (replacing M. I. Signer, Colorado School of Mines, who died last November) as small college representatives.

Mr. Kane, along with Asa S. Bushnell, Eastern College Athletic Conference member-at-large and 1956 tv director, has been actively identified with NCAA's football tv program since its early days. At upcoming meetings, scheduled for late January or early February, the new committee will recommend names of a new tv director and eight district consultants to the NCAA Council.

State Assn. Presidents to Have Washington Meeting Feb. 21-22

SECOND annual conference of state association presidents will be held by NARTB at the Mayflower Hotel, Washington, Feb. 21-22. Twenty-three presidents already have sent in acceptances, according to Howard H. Bell, state coordinator. Last year 43 of the 47 state associations took part in the meeting.

The presidents will take part in the 10th anniversary Voice of Democracy awards dinner, at which the 52 state and territarial winners will be guests. This dinner will be held Feb. 22.

NARTB President Harold E. Fellows will address the Feb. 22 luncheon of the state officers. Dr. Sydney Head, U. of Miami, Fla., president of the Assn. for Professional Broadcasting Education, also is on the agenda.

National Religious Broadcasters To Discuss Paid Gospel Programs

DISCUSSION of new strategy for preservation of the right to purchase radio-television time for Gospel programs has been stated as one of the objectives of the 14th annual convention of National Religious Broadcasters Inc. to be held Jan. 30-31 in Washington, D. C. Last year the Broadcasting and Film Commission of the National Council of Churches recommended against buying time for religious broadcasts [B•T, Aug. 27, 1956].

NRB President James DeForest Murch, announcing the agenda of what promises to be "the largest and most representative gathering" in the organization's history, said the chief concern would be developing more effective religious techniques.

Representatives of the broadcasting industry and government will augment NRB membership as featured speakers and panelists at sessions. On the program are Chmn. George C. McConnaughey of FCC; Harold Fellows, president, and Fred Garrigus, manager of organizational services, NARTB; John B. Poor, president, MBS; John Hayes, president, Washington Post Broadcast Div. (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.); Wiley F. Hance, public affairs manager, ABC; Edward Stanley, public services manager, NBC, and others.

Schachte Elected to ANA Post

HENRY SCHACHTE, advertising vice president of 'Lever Bros., New York, has been elected treasurer of the Assn. of National Advertisers for 1957, the ANA board of directors announced last week. He succeeds Ralph Winslow, marketing vice president of Koppers Co., Pittsburgh, who was elected ANA vice chairman.

Mr. Schachte also holds the ANA post of chairman of the organization's advertising management committee and in this capacity, is directing the preparation of the seven-volume ANA advertising management guidebook series designed to aid advertising managers through the use of case history reports. He has also headed the ANA magazine committee and before his Lever Bros. association was chairman of the Advertising Research Foundation.

Abrams to Head ANA Committee

GEORGE J. ABRAMS, vice president in charge of advertising, Revlon Products Inc., New York, has been appointed chairman of the Assn. of National Advertisers' radio & tv service committee, succeeding Rex M. Budd, director of advertising, Cambell Soup Co., who continues on the committee. In announcing the appointment. ANA noted that Mr. Abrams' initial activity will be to handle the agenda for the Feb. 14 ANA Radio & Television Advertising Workshop to be held at the Plaza Hotel in New York.

TvB Expands Production

ESTABLISHMENT of a full-fledged production department to handle an increased volume of sales, promotional and research material at Television Bureau of Advertising, New York, has been announced by TvB Sales Promotion Director Gordon Hellmann.

The new department will be headed by Courtenay Jamison, former sales promotion manager of Maytag Southeastern Inc., and promotion director-copy chief at WGAC Augusta, Ga. Other TvB members assigned to the new department: Robert Hubert and Sandra Sherrard.

Agency-Advertiser Mailing List To Be Provided Members by SRA

A NEW SERVICE to its members providing an up-to-date list of addressograph plates of about 2,300 agency timebuyers and media directors throughout the U. S. and 500 top advertisers in radio and tv was announced last Monday by Station Representatives Assn.

SRA's President Larry Webb explained the new service should eliminate the need for each member to maintain similar files and plates. The firms can use any portion of the list.

Broken down further, the listings contain New York agency timebuyers, New York media directors and account executives active in buying decisions; out-of-town agency timebuyers and media directors and the top 500 national advertisers in the broadcast media.

Mr. Webb also announced that at the first board of directors meeting of this year, Frank M. Headley, newly-elected president of SRA, presided, and Burke-Stuart Inc., of which Ted Oberfelder is president, was accepted as a member.

Demand for Second Tv Sets To Boom Market, NARDA Hears

SECOND tv sets (either color or portable), clothes dryers and dishwashers will be the big sellers in the appliance field, the National Appliance & Radio-TV Dealers Assn. was told in Chicago last week.

Jack S. Pettersen, vice president and account supervisor of Kenyon & Eckhardt, Chicago, speaking to the opening-day luncheon session, made the prediction. He emphasized the need for better research in all levels and suggested more money be spent on product development.

C. W. Theleen, manager of customer's relations in General Electric's appliance and tv receiver division, Louisville, predicted tv sales would hold close to the 1956 figure of seven million units.

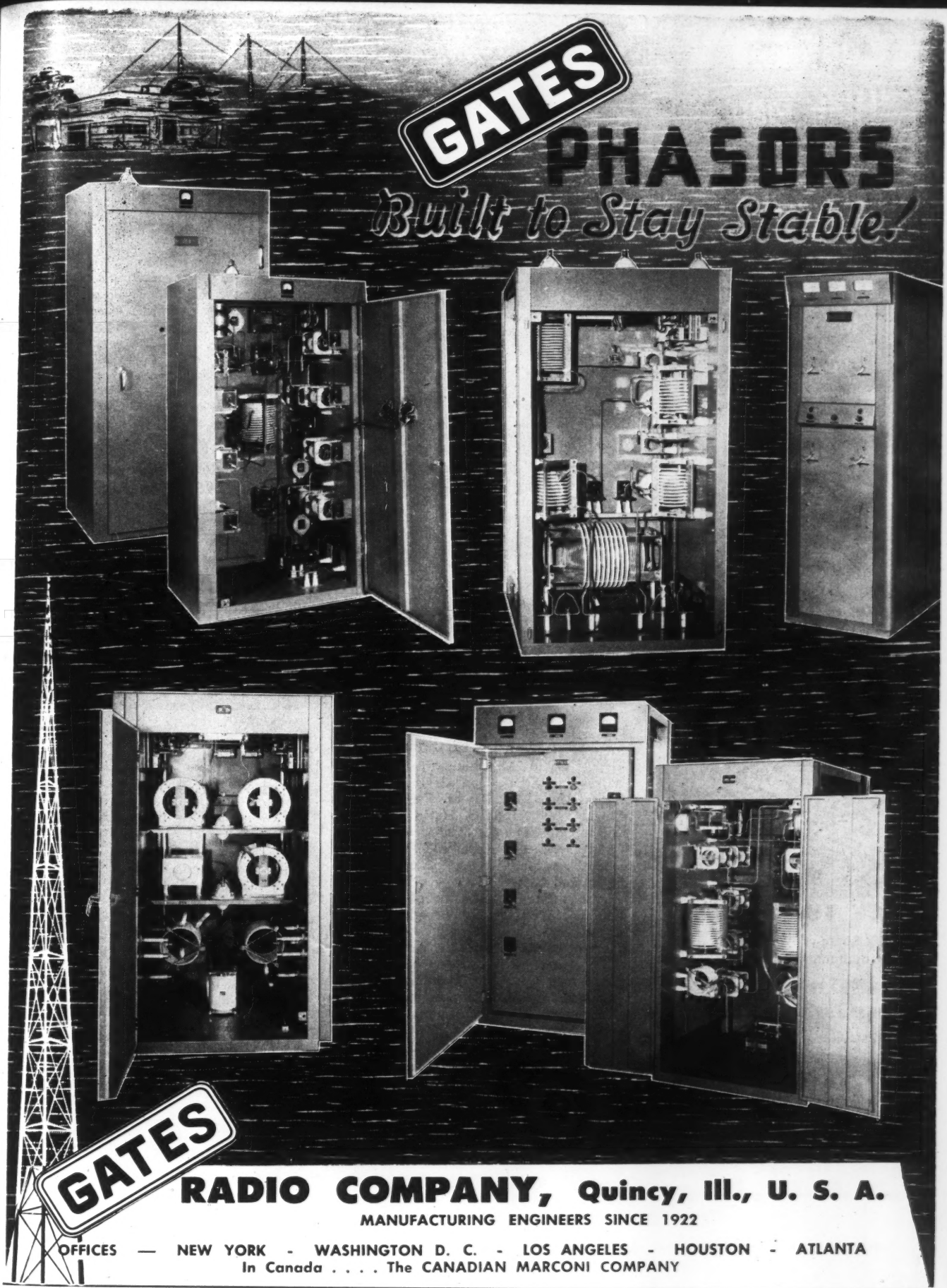
Ken Stuckey, Stuckey Bros., Fort Wayne, Ind., was elected new president of NARDA, succeeding Don Gabbert.

Hawaiian Stations Elect Keating

JOHN D. KEATING, president-general manager of KONA-TV Honolulu, has been elected president of Hawaiian Assn. of Radio & Tv Broadcasters. He entered radio in the islands shortly after World War II and holds interests in KYA San Francisco, WINS New York and other broadcast properties.

Clement Gets NARTB News Card

NARTB's Television News Card, used by tv newsmen, was presented to Gov. Frank Clement of Tennessee, at a joint ceremony held by the three Nashville tv stations. Taking part were T. B. Baker Jr., WLAC-TV; Jack DeWitt, WSM-TV and Gene Tanner, WSIX-TV. NARTB started issuing radio and tv credentials for member station newsmen in mid-1956. New 1957 cards have been sent to stations.


GATES
PHASORS
Built to Stay Stable!
GATES
RADIO COMPANY, Quincy, Ill., U. S. A.
MANUFACTURING ENGINEERS SINCE 1922
OFFICES — NEW YORK - WASHINGTON D. C. - LOS ANGELES - HOUSTON - ATLANTA
In Canada . . . . The CANADIAN MARCONI COMPANY

KOIN-TV
"High man on the Totem Pole"
in the PORTLAND, ORE. MARKET

CHECK THE RATINGS

- 56.2% Share-of-Audience in Metropolitan Portland.
- 13 of the Top 15 Weekly Shows.
- 9 out of Top Ten Multiweekly.

Source: November 1956 Portland ARB

KOIN-TV
Channel 6
Portland, Oregon
CBS

Represented Nationally by
CBS Television Spot Sales

TRADE ASSNS.

AMST Takes Action To Lift Excise Tax

MOVE to try to convince Congress to delete the excise tax from all-channel television receivers opened last week through action by the board of directors of the Assn. of Maximum Telecasters. AMST's board voted last Thursday to employ a top level economist to represent the 114-station group before Congress.

Named as a committee to choose the economist were AMST board members Robert D. Swezey, WDSU-TV New Orleans; Harold Stuart, KVOO-TV Tulsa, Okla., and Ken Carter, WAAM (TV) Baltimore.

AMST board was host at luncheon Thursday to FCC and Senate and House Commerce committee staff members. Five FCC commissioners were guests at dinner that night. Purpose of the meetings, according to Jack Harris, KPRC-TV Houston, AMST president, was to acquaint FCC and Congressional personnel with the work planned by AMST in its $120,000 propagation study.

Under the supervision of the Washington engineering firm of A. D. Ring and Assoc., the AMST technical field study has completed its equipment shakedown and plans a standardization check beginning Jan. 28 at Norfolk, Va., for flat terrain, and at Harrisburg, Pa., for rough terrain. The standardization trips will be under the control of Howard Head of the Ring firm and Harry Fine, FCC propagation expert. It is planned to start the nationwide propagation tests of vhf and uhf stations toward the end of February.

Members of the AMST board who were present at the Washington meeting were: Hal Gross, WJIM-TV Lansing, Mich.; C. Howard Lane, KOIN-TV Portland, Ore.; John H. DeWitt Jr., WSM-TV Nashville, Tenn.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; Don Davis, KMBC-TV Kansas City, Mo.; Payson Hall, WOW-TV Omaha, Neb.; John S. Hayes, WTOP-TV Washington, D. C.; Tom Howard (for Charles H. Crutchfield), WBTV (TV) Charlotte, N. C.; and Messrs. Harris, Swezey, Stuart and Carter.

Also sitting with the board were J. E. Baudino, Westinghouse Broadcasting Co.; Ernest W. Jennes, attorney, and Lester W. Lindow, executive director, AMST.

Luncheon guests included Nicholas Zapple, Senate Commerce Committee communications specialist; Kurt Borchardt, House Commerce Committee communications specialist; and the following FCC personnel: Edward F. Kenehan, James E. Barr, Hart S. Cowperthwait, all Broadcast Bureau; Warren E. Baker, general counsel; Edward W. Allen Jr., chief engineer; Harry Fine, technical research, and Edward W. Chapin, laboratory division chief.

FCC Commissioners George C. McConnaughey, Rosel H. Hyde, John C. Doerfer, Robert E. Lee and Robert T. Bartley were dinner guests.

TRADE ASSOCIATION SHORT

Alfred P. Sloan Foundation Inc. has moved to 630 Fifth Ave., N. Y. 20. Tel.: Judson 2-0450.

PROGRAM SERVICES

Krick Firm Plans to Establish Hollywood Weathercasting Office

A NEW broadcasting and weather forecasting office will be established by Irving P. Krick Assoc. in Hollywood, President Krick of Denver announced last week. To be equipped for issuing forecasts as well as originating broadcasts, the Hollywood office will be headed by Harry Geise, radio and tv weatherman, and will present daily weathercasts on the Columbia Pacific Radio Network, Dr. Krick said.

The Krick organization now serves some 100 radio and tv stations from coast to coast with daily weather broadcasts and weather features. All of the firm's broadcasts currently originate from its weather central in Denver.

Noting the rapid growth of private industry in the radio-tv weather forecasting field, Dr. Krick said this expansion of facilities is the first in a series of private weather offices to be established near the nation's major communications centers.

RCA Recorded Program Meet Discusses 1957 Plans, Policy

PLANS AND POLICY for 1957 were discussed at the annual sales convention of RCA Recorded Program Services in Miami Beach, starting Jan. 13 and ending last Wednesday.

Among the topics explored were new programming, artists and commercial-style elements for RCA Thesaurus and a new color film series for RRPS' tv film department. Details of decisions made at the convention are expected to be announced shortly.

Among the managers of RRPS' various departments in attendance were: James R. Davis, RCA recorded operations; Emmett Dunn, RCA custom records; John Burgess, custom records administration; A. B. Sambrook, sales; Don Axt, sales promotion services; Frank O'Donnell, advertising; Ben Selvin, A & R department; Milton Kaye, administrator, radio production programming; G. H. Falk, RCA Victor personnel and H. Coleman Tily, attorney. Salesmen for both RCA Thesaurus and the tv film department also attended the convention.

Eighth Dodger Season for WNS

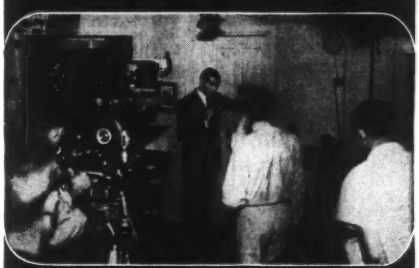
WORLD News Service, Washington, has announced it is organizing its Brooklyn Dodger baseball radio network for the coming season. This will be the eighth year the games have been carried by WNS, which last year serviced a number of southern stations. WNS is affiliated with United Broadcasting Co. (WOOK-AM-TV, WFAN [FM] Washington; WSID, WTLF [TV] Baltimore; WARK Hagerstown; WINX Rockville, Md.; WJMO Cleveland; WANT Richmond, and WYOU, WACH-TV Newport News, Va.).

PROGRAM SERVICES SHORT

Closedcircuit Telecasting System Inc., N. Y., has signed 10-year sublease from Time Inc. for studio-penthouse at 237 W. 54th St. Studio, which is 67 ft. deep and seats 250, will be used for demonstrating color and black and white closed circuit demonstrations to prospective clients.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a performance with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

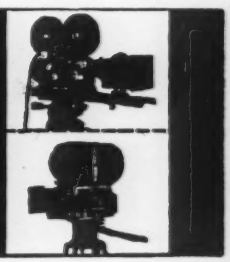
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



RADIO NETWORK-SPOT TRUCE SEEN

- **ABC v.p. says networks selling with spot, not against**
- **Durgin tells Phila. ad group of advantages unique to each**

THE RADIO networks are selling their medium along with national radio spot rather than against it, Don Durgin, vice president in charge of ABC Radio, asserted Monday in a talk before the Television & Radio Advertising Club of Philadelphia.

"The [radio] networks," he said, "have pointed out that it should not be a question of network or spot but rather a question of network and spot. Sometimes the networks seem pretty competitive to spot, what with the Station Representatives Assn. taking networks apart and urging stations to go independent on the one hand and networks answering back . . .

"The truth is, however, that the networks no longer are primarily concerned with pitching for their share of an already appropriated spot dollar through the timebuyer in the media department, but rather are spending most sales time at the account and client levels to show why network radio is just as necessary a basic buy as the other national media regularly used."

Conceding that "there is no question that for most of the very big national accounts, network tv is the most important basic buy," Mr. Durgin found it "equally true" that network radio is as important a complementary buy as print. The "great thing for network radio," according to Mr. Durgin, has been a realization of agency and advertiser that "with over 75% of all homes now tv equipped, the only way to consider network radio is on the basis of total U. S. homes delivered" rather than on "the old, inefficient and misleading basis of radio-only homes delivered."

This latter method, observed Mr. Durgin, was "short-sightedly" emphasized by broadcasters in tv's growth period. He then discussed what he called the "advantages unique" to network and spot. He said:

"Spot is ideal for filling in gaps—whether those gaps be of a marketing nature or of a media coverage pattern nature—and is also valuable for providing multi-station and round-the-clock saturation in given markets."

'Cost Efficiency Advantage'

So far as the network's "cost efficiency advantage over spot," Dr. Durgin said this "is a traditional, historic and reasonable advantage. After all, spot insertions in any medium are more expensive per insertion than national, simultaneously released material—in print, in tv, in radio."

Mr. Durgin asserted that the "trouble with networks is not their low cost efficiency, but their too low absolute rates," and "this is one reason . . . we are raising our ABC morning rates. We will always have the traditional network cost efficiency advantage; the increase in absolute rates is only to set a more accurate price for the value delivered." (ABC Radio's morning rates go up April 1.)

Stressing network radio as "a good advertising buy," Mr. Durgin observed "that in a way it is pretty close to being a steal.

"While the affiliates and the networks often argue about which one of them is truly penalized most by prevailing low network radio rates (brought about both by fierce competition and defeatism), there is corresponding agreement in advertising circles that network radio, if not exactly 'a steal,' is certainly one of the most cost-efficient and results-effective media available to the national or regional advertiser."

Radio, he said, passed through a difficult period "because it has taken advertisers time to discover that $1,000 spent in 1956 to reach 1.5 million homes per minute is an even better buy than $5,000 spent in 1946 to reach 5 million homes per minute."

Reason for the length of time it took advertisers to "discover" this fact, he observed, is the tradition of advertising buyers to seek a medium which assembles a crowd

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .

WISCONSIN
IOWA
MISSOURI
ILLINOIS
TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955
2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1,000 Homes.

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	1,568,500
Families	484,800
Retail Sales	$1,926.588,000
Effective buying Income	$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV is part of Central Broadcasting Company which also owns and operates WHO-TV & WHO-Radio, Des Moines

(e. g., the high-rated radio show of former years and the high-rated tv show of today). Thus, he continued, it took a while for the advertisers to realize that radio follows more people everwhere than ever before, and at a low cost, a technique of "mass penetration and saturation."

Also mentioned in his talk: Values in radio of repetition; new methods and costs of buying radio; ability for small advertisers to trace results of radio usage, and a return to network radio by the big advertisers who "prematurely wrote off radio because of the very apparent decline."

Mr. Durgin pointed out that among evident marks of radio vitality are investors' faith (more stations coming on the air and station purchases in the high figures) and set buying which has been sustained at great volume.

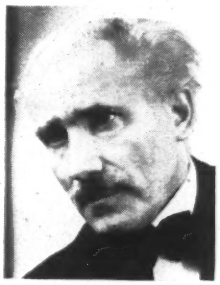
He predicted that this year should be "the greatest in radio's history and a decided year of progress for network radio . . . in all areas, on all fronts you will find 1957 a year of greater strength for the radio medium, greater progress for networks and greater rewards and advantages for those who make use of its facilities."

CBS-TV Appoints New Producer

BURTON BENJAMIN, Hollywood, tv and freelance writer-producer, has joined CBS-TV as a producer charged with the responsibility of developing new public affairs programming.

Nationwide Tribute Paid to Toscanini

NATIONWIDE tribute was paid last week to the world's great maestro, conductor Arturo Toscanini, 89, died Wednesday morning in his sleep at his home in Riverdale, N. Y.



MR. TOSCANINI

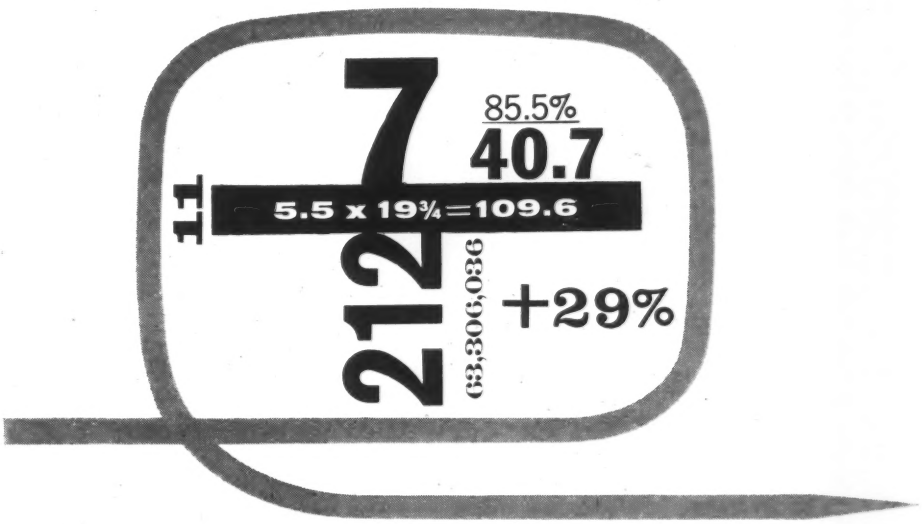
A solemn requiem mass was to be offered for Mr. Toscanini last Saturday in St. Patrick's Cathedral in New York.

While he already had attained worldwide recognition as a conductor for various opera companies and for the Philharmonic-Symphony Orchestra by 1937, Mr. Toscanini added to his laurels and enhanced his reputation generally when he became conductor that year of the NBC Symphony Orchestra.

It was at the suggestion of Brig. Gen. David Sarnoff, board chairman of RCA, and through the persuasion of Samuel Chotzinoff, a longtime friend of Mr. Toscanini and now general music director of NBC, that the maestro agreed to lead the orchestra especially created for him. From 1937 until 1954, when he retired, Mr. Toscanini presided over the symphony, broadcasting over NBC to the U .S. and by shortwave and transcriptions throughout the world. He also conducted on nationwide tours.

A memorial program for the maestro was carried on NBC-TV Wednesday (10:30-11 p.m. EST), highlighted by a film Mr. Toscanini had authorized. It consisted of a special performance of Verdi's "Hymn of the Nations," commemorating the liberation of Italy. A tribute from Gen. Sarnoff was read on the program. He said the death of Mr. Toscanini "deprives the world of its greatest interpretive musician." He referred to their long association during the conductor's tenure with NBC, calling Mr. Toscanini "unique as a musician, as a man and as a personality." Gen. Sarnoff expressed appreciation that it was through Mr. Toscanini's art that he was "increasingly helped to a deeper appreciation of music and to a realization of the power of a great interpreter to bring to life the world's greatest composers."

The Voice of America broadcast, last Wednesday and Thursday, musical tributes to Mr. Toscanini, during which his records were played and outstanding musicians paid homage. WQXR, WOR and WNYC, all New York, KYW Cleveland and WOWO Fort Wayne presented special memorial programs in honor of the maestro last Wednesday. NBC Radio broadcast a special Toscanini program last Thursday (9:05-10 p.m. EST), featuring selections of the conductor's recordings and commentary by Don



Have you seen the figures behind the word for abc . . .

Coming: February 13th at the Waldorf-Astoria, New York

February 15th at the Hotel Sherman, Chicago

WITH THE ECONOMICAL K-DUB STATION COMBINATION, ADVERTISERS REACH OVER 200,000 SETS... ALL HUMAN!
K-DUB stations
CBS
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE-SWEETWATER, TEXAS
DON'T MATTER, S'TIME FOR ED SULLIVAN ANYHOW.
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hewitt
IT'S GOT TO WHERE EVEN A PRAIRIE DOG'S GOT NO PRIVACY ON THESE WES' TEXAS PLAINS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

Gillis, radio director of Mr. Toscanini's NBC concerts, and Mr. Chotzinoff.

Among those sending messages of condolence to Mr. Toscanini's family were President Dwight D. Eisenhower; Robert Sarnoff, NBC president; Rudolph Bing, general manager of the Metropolitan Opera; David M. Kreisler, president of the Philharmonic-Symphony and James C. Petrillo, president of the American Federation of Musicians.

Networks Firm Details Of Inaugural Coverage

RADIO AND TV are getting five minutes on a pool basis for the inauguration luncheon in the old Supreme Court chamber, off the Rotunda of the Capitol, after the inauguration address today (Monday). CBS will supply the video coverage.

Tv mobile units' positions in the parade around the President's car were drawn by lots with CBS winning the spot directly in front of the Chief Executive's car, ABC on the President's right, NBC to his left.

A camera stand with an unobstructed view from the Capitol to the Treasury Building has been built at 15th Street. Here ABC has installed "Big Mike," the 60-inch telescopic camera, built by KGO San Francisco during the GOP convention to cover President Eisenhower's arrival there.

CBS will carry the swearing-in ceremony twice in an hour, first live and then repeated on Ampex video tape between 1:15 and 1:30 EST.

Westinghouse Broadcasting will be in the radio pool and has assigned Sanford Markey, KYW Cleveland, to handle color.

NBC-TV's coverage of the inaugural and parade will run from 11 a.m. to 4 p.m. and the inaugural ball from 11:30 to midnight, while NBC Radio coverage will be from 11:30 a.m.-2:30 p.m. and 10-11 p.m.

NBC-TV plans to avoid frequent switching from camera to camera, instead showing the ceremony and parade as "a spectator" would see them. More than 100 technicians and 18 newsmen will be on tap, with 20 cameras in various vantage points. NBC-TV features will put its platform atop the Mills Bldg., just down Pennsylvania Ave. from the White House, for panoramic shots; a picture window studio opposite the presidential reviewing stand; its self-contained "traveling camera," and "creepie-peepies." NBC-TV also will use Ampex tape to record the swearing-in ceremonies of about five minutes and rebroadcast them about 1 p.m., mainly for the benefit of schoolchildren who miss the event while having lunch.

BBC, which had observers at the 1952 inauguration to pick up techniques for its own Coronation coverage, will have Peter Dimmick, head of remote coverage, and Adam Bray, chief technician, on hand for coverage by NBC-TV, with which BBC has an exclusive film exchange agreement.

As the weekend approached, radio-tv and other newsmen were still lacking permission to cover the private swearing-in ceremony of the President, scheduled Sunday. Radio-Tv Correspondents Assn. protested the exclusion of news media to James C. Hagerty, White House news secretary, as did a number of Congressmen and informal groups of newsmen.

DEATH OF A SALESMAN

TV HAS SOUNDED the death knell of the medicine man, the pitchman and the shill at Presidential inaugurations. So says Samuel Hoffman, Philadelphia dealer and collector of political memorabilia.

Mr. Hoffman says the county fair flavor of a Presidential inaugural has gone. If the folks can sit home or in houses of refreshment, they quickly lose the feeling of being a part of a holiday throng, he stated.

Radio Ads High, CBS Reports; Five Firms Each Over $1 Million

CBS RADIO's yearend review released last week pointed up renewed interest in network radio in 1956 by a sizable number of major advertisers and viewed 1957 as a year that will continue advertiser confidence in the medium.

Among the advertisers listed as having invested $1 million or more gross on CBS Radio during 1956 were Colgate-Palmolive ($3 million); Lever Bros. ($3 million); Scott Paper Co. ($1.3 million); Standard Brands ($1.5 million); Slenderella International ($1 million). Another noteworthy advertising development cited by the network was the renewal last March by American Airlines of a three-year contract for the *Music 'Til Dawn* program.

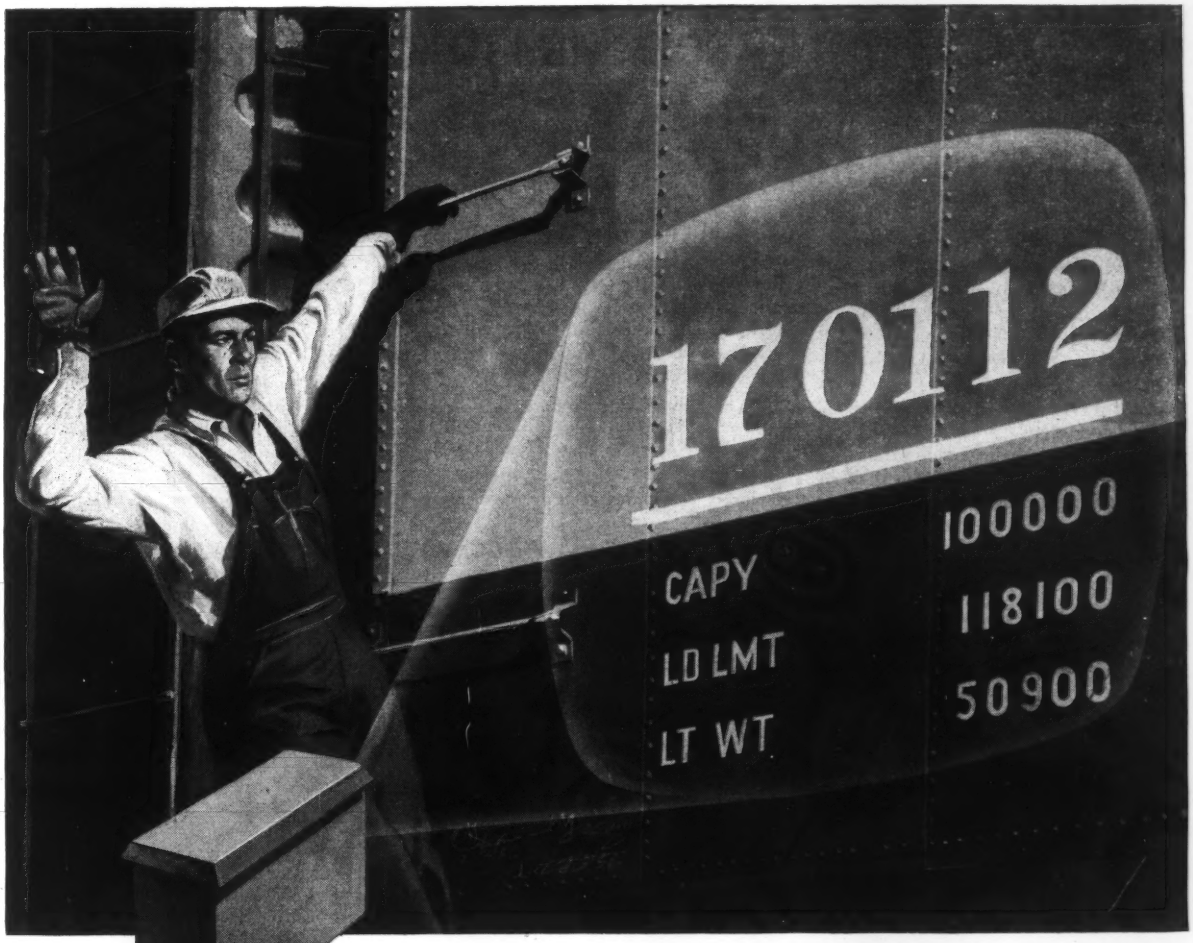
A realignment of executive personnel in 1956 was highlighted by the appointment of James M. Seward as executive vice president and of Jules Dundes as vice president in charge of station administration. J. Kelly Smith resigned as administrative vice president. Other top-level changes were the appointment of Walter P. Rozzett to the newly-created post of director of administration operations, Louis Dorfsman to director of advertising and sales promotion and Gordon F. Hayes to general manager of CBS Radio Spot Sales.

CBS's Tom Connolly Dies

THOMAS D. CONNOLLY, 58, manager of program sales for CBS-TV since 1950, died last Monday of a heart attack.

MR. CONNOLLY

Joining CBS Radio in 1939 after 17 years as advertising director for two New York stores, Mr. Connolly served first as a member of the sales promotion department, then as director of program promotion from 1940 to 1948, followed by two years as program sales manager. He moved to CBS-TV in 1950.



Electronic eyes for business

Closed circuit television by IT&T takes you anywhere, sees everything

A checker jots down boxcar numbers far across the freight yard... a bank clerk verifies a check signature ... a pipeline supervisor reads a meter a mile away. This is the magic of private wire TV, one more example of the advanced concepts in visual telecommunication introduced by International Telephone and Telegraph Corporation.

Farnsworth Electronics Company, a division of IT&T, is engaged in research, development and manufacture of closed-circuit television systems and equipment . . . for the military, industry, business, education, traffic control, telemetering, security and law enforcement, material handling, remote supervision and inspection, observation of hazardous operations, and many other uses.

IT&T scientists and engineers continue to demonstrate their leadership in electronics and communications.

INTERNATIONAL TEL and TEL

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.

NBC Education Series To Go to 25 Stations

NBC-TV will telecast to all 25 of the nation's non-commercial educational television stations five series of programs the network will produce as part of its recently-announced educational television project [B•T, Dec. 17, 1956]. Tentative starting date of the service is March 11.

Under present plans, the five programs will be transmitted live from New York to educational stations over NBC's regular network facilities, Monday through Friday, 6:30-7 p.m. EST. Stations unable to carry them live will telecast them on a delayed basis by kinescope recording.

The project was disclosed originally by Robert W. Sarnoff, NBC president, during the network's 30th anniversary celebration in Miami last month. At that time he said the project would extend for 13 weeks, starting in March, and resume for another 13 weeks in October.

Edward Stanley, the network's manager of public service programs who heads the undertaking, said the five programs will cover mathematics, music, government, literature and world geography and economics. The programs on literature and world geography and economics will be produced by NBC-TV in cooperation with the Educational Television & Radio Center, Ann Arbor, Mich. Each of the program units will have a conductor.

C. R. Abry Joins NBC-TV As Eastern Sales Manager

CHARLES R. ABRY, who resigned earlier this month as ABC-TV national sales manager [B•T, Jan. 14], today (Monday) joins NBC-TV as eastern sales manager, it was announced last week by William R. (Billy) Goodheart Jr., vice president in charge of NBC-TV sales. He succeeds John Dodge, who has been promoted to a special executive position under Mr. Goodheart.

MR. ABRY

Before joining ABC-TV as a salesman in June 1951, Mr. Abry was with the former DuMont Television Network from 1947-51. In November 1951, he was named ABC-TV Eastern sales manager and in February 1953, to his last ABC-TV post.

KRSN Rejoins ABC Saturday

KRSN Los Alamos, N. M., will rejoin ABC Radio as an affiliate next Saturday, it was announced last week by Edward J. DeGray, station relations director for ABC Radio. The station is owned by Community Broadcasting Co., and operates with 250 w on 1490 kc. Virgil A. Parker III is general manager.

FCC BUDGET UPPED $1.1 MILLION IN $8.9 MILLION 1958 ESTIMATE

BUDGET of the FCC for the fiscal year 1958 totals $8,950,000, according to President Eisenhower's budget message submitted to Congress last Wednesday. This compares with $7,828,000 appropriated for fiscal year 1957 and $7,323,000 spent in 1956. The Commission had sought a $2 million increase.

An item missing from the 1958 budget is the $141,000 appropriated in 1957 for the study of radio and tv networks. This study is to be completed by the end of the fiscal year next June 30.

The broadcast estimate for 1958 totals $1,760,742 compared to $1,654,860 in 1957 and $1,473,110 in 1956. Increases in the total FCC budget were ascribed to problems resulting from advances in technology and expanding use of radio and television.

Number of permanent employes totals 1,275 in the 1958 budget compared to 1,118 in 1957 and 1,137 in 1956.

The Federal Trade Commission budget estimate totals $6,250,000 compared to $5,550,000 in 1957 and $4,548,500 in 1956. No mention is made of special funds for broadcast monitoring, a newly expanded FTC operation [B•T, Jan. 14].

U. S. Information Agency's 1958 budget estimate totals $140 million compared to $113 million in 1957 and $87,336,630 in 1956. About $6.1 million of the $27 million

HOW FCC WILL SPEND ITS MONEY

	1956 actual	1957 estimate	1958 estimate
Program by activities:			
Applied technical research and frequency allocation	$ 457,811	$ 510,532	$ 660,859
Broadcast	1,473,110	1,654,860	1,760,742
Safety and special radio services	811,391	873,001	1,038,528
Field engineering and monitoring	2,422,555	2,466,093	2,834,255
Common carrier	817,909	901,475	1,016,906
Executive, staff, and service	1,337,349	1,422,039	1,638,710
Total obligations	$7,320,125	$7,828,000	$8,950,000
Financing:			
Unobligated balance no longer available	2,875	.....	.....
Appropriation	7,323,000	7,828,000	8,950,000

PERSONNEL, SALARIES, EXPENDITURES

	1956 actual	1957 estimate	1958 estimate
Total number of permanent positions	1,137	1,188	1,275
Full-time equivalent of all other positions	14	16	.....
Average number of all employes	1,055	1,105	1,189
Number of employes at end of year	1,058	1,130	1,202
Average salaries and grades:			
General schedule grades:			
Average salary	$ 6,143	$ 6,166	$ 6,262
Average grade	GS-8.2	GS-8.1	GS-8.2
Ungraded positions: Average salary	3,909	3,926	3,900
Personal services:			
Permanent positions	6,463,238	6,864,130	7,351,989
Positions other than permanent	75,611	119,000	.....
Regular pay above 52-week base	25,100	.....	28,291
Payment above basic rates	62,050	63,340	66,190
Total personal services	6,625,999	7,046,470	7,446,470
Travel	76,871	111,950	112,900
Transportation of things	14,444	17,850	15,700
Communications services	183,050	189,000	194,180
Rents and utility services	55,185	55,320	62,250
Printing and reproduction	26,649	46,000	78,700
Other contractual services	81,881	80,700	107,660
Services performed by other agencies	37,211	55,500	62,250
Supplies and materials	114,567	115,200	128,500
Equipment	87,355	86,710	214,590
Land and structures	11,466	18,300	68,200
Grants, subsidies, and contributions:			
Contributions to retirement fund	.....	.....	455,000
Refunds, awards, and indemnities	1,419	500	1,600
Taxes and assessments	4,028	4,500	2,000
Total obligations	$7,320,125	$7,828,000	$8,950,000

increase is allotted to expansion of tv programs and radio broadcasts. The Voice of America program produces radio broadcasts in 41 foreign languages and English. Programs originate in the U. S. and two overseas points, with 76 transmitters in this country and abroad. Their combined output exceeds eight million watts. A total of 51½ hours of programming is planned daily in 1958.

Examiner Recommends Grant For Casper, Wyo., Tv Station

DONALD LEWIS HATHAWAY was recommended last week for the grant of a new tv station to operate on ch. 6 in Casper, Wyo., in an initial decision by FCC Hearing Examiner Basil P. Cooper. Mr. Hathaway was the only applicant for the channel after Casper Mountain Tv Corp. withdrew its application and was paid $4,000 for expenses by Mr. Hathaway.

The grant will become effective 40 days from the date of the initial decision (Jan. 15) unless an appeal to the decision is made or is reviewed by the Commission on its own motion. Mr. Hathaway is the licensee and president of KSPR Casper.

In another case, the Commission finalized a Dec. 12 initial decision and awarded a construction permit to Radio Mount Kisco Inc. for a new am to operate on 1310 kc, 1 kw daytime in Mount Kisco, N. Y. [B•T, Dec. 17, 1956]. Principals in Radio Mount Kisco are equal partners E. Monroe O'Flynn, realtor, and Martin Stone, majority owner of a radio-tv production firm.

Commission Grants Permits To Build Four New Am Stations

CPs for four new am stations were granted by the FCC last week. They went to:

Little Rock, Ark. — Arkansas Valley Broadcasting Co., 1380 kc, 1 kw daytime. Principals: L. R. Luker, 50%, Willis Eddins, 17.5%, and John D. Rhoads, 17.5%.

Payette, Idaho — Payette Broadcasters, 1450 kc, 250 w, unlimited hours. Equal owners are James C. Grisham and John W. Ecklin who formerly were joint owners of KLOV Loveland, Colo.

Massillon, Ohio—Massillon Broadcasting Co., 990 kc, 250 w, day-directional. Sole owner Joel W. Rosenblum also owns 29% of WISR Butler, Pa.

Canonsburg, Pa.—Douglas & Assoc. Inc., 540 kc, 250 w, day-directional. Equal partners are R. A. Douglas, heating and sheet metal contractor; Walter W. McCoy, former chief engineer at WJAS Pittsburgh, Pa.; Floyd S. Bert and Henry Schueler, former WJAS engineers, and Draga Powlich, no business interests.

FCC Grants Ch. 13 to Hauser

IN the only FCC television grant announced last week, Carroll R. Hauser, owner of KHUM Eureka, Calif., received the ch. 13 cp for that city. He will operate the new facility with 3.98 kc, spending an estimated $92,532 to construct. Also 45.3% owner of KVEN Ventura, Calif., Mr. Hauser has ranching and real estate interests.

Applications Filed With FCC For Utah, La., Oregon Tv's

APPLICATIONS have been filed with the FCC for tv stations on ch. 11 Provo, Utah; ch. 18 Baton Rouge, La., and educational ch. 7 Corvallis, Ore.

The Provo application was filed by Jack A. Burnett, KULA-AM-TV Honolulu executive vice president-general manager and 25% owner. Mr. Burnett is asking for 1.388 kw with a minus 798 ft. above average terrain antenna. He plans to spend $70,812 on construction and $96,000 for first year operations. Last month he applied for ch. 9 Ogden, Utah.

The Baton Rouge application was filed by a Louisiana group, including broadcasters, under the name of Port City Tv Co. It plans to use 257 kw with an antenna 536½-ft. above average terrain. It proposes to spend $325,000 to build the uhf outlet, and $315,000 for first year operation.

There are 39 individual stockholders in the Port City company. Among these are Louis S. Prejean, minor stockholder and secretary of WAFB-AM-TV Baton Rouge; Ron Litteral, former sales manager, WAFB-AM-TV; Roland K. Caldwell, Baton Rouge banker, and G. Allen Penniman, Shreveport advertising agency executive.

The Oregon State Board of Higher Education seeks a cp to build an educational outlet on the campus of Oregon State U.,

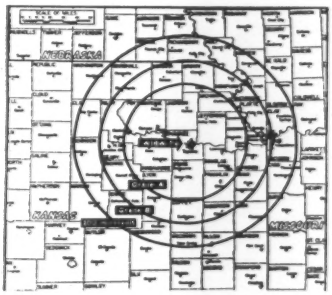
MAXIMUM POWER

WIBW-TV is now operating on the top limits of power allowed by the FCC—a smashing 316,000 watts.

MAXIMUM HEIGHT

Already WIBW-TV's antenna is at its limit of height—1010 feet above the rolling Kansas prairie.

MAXIMUM COVERAGE



WIBW-TV absolutely dominates 20 Kansas Counties. We lay down a clear picture far beyond Kansas City and St. Joseph, Mo., into a total of 586,022 TV homes. Check the new A.R.B. for the TopekAREA. See the across-the-board preference for WIBW-TV.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
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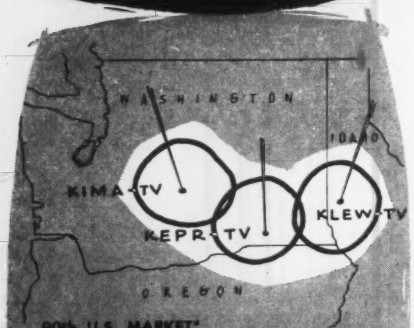


90th U.S. MARKET*

KIMA-TV's three-station network provides exclusive coverage to over 40,000 square miles. KIMA-TV alone creates a tremendous new market, ranking 90th in the U.S., where no other single medium can or does claim comparable domination.

*CBS Television

MARKET DATA

POPULATION	511,875
(Urban Population	261,900)
(Rural Population	249,975)
FAMILIES	159,925
EFFECTIVE BUYING INCOME	$859,218,000
GROSS FARM INCOME	$334,735,000
RETAIL SALES	$632,561,000
FOOD SALES	$135,614,000
GENERAL MERCHANDISE	$430,890,000
DRUG SALES	$ 21,335,000
AUTOMOTIVE SALES	$123,748,000

(Source: 1956 Survey of Buying Power)

Yours exclusively with
KIMA-TV
Yakima, Washington
and its Satellites
KEPR-TV and KLEW-TV
Pasco, Wash. Lewiston, Idaho

See
WEED TELEVISION
Pacific Northwest: ART MOORE

Corvallis. The board proposes to spend $180,000 for construction, $100,000 for first year operation. Dr. R. E. Kleinsorge, physician, is president of the board.

FCC Approves 14 Sales; WLAP Sells for $346,000

LARGEST of 14 station sales approved by the FCC last week was the transfer of WLAP-AM-FM-TV Lexington, Ky., from Gilmore N. Nunn to Community Bcstg. Co. for $346,000. Community principals are President Frederick Gregg Jr., Young & Rubicam account executive; Harry Feingold, appliance distributor, and Charles Wright, General Dynamics accounting executive. WLAP operates on 630 kc with 5 kw day and 1 kw night. WLAP-TV holds a cp for ch. 27 but is not yet on the air.

Kanawha Valley Bcstg. Co. was involved in both the purchase and sale of Charleston, W. Va., stations approved by the Commission. Kanawha bought WKNA-AM-FM there from Joe L. Smith Jr. for $150,000 and in turn sold its WGKV to Jacob A. (McCann-Erickson and former NBC sales executive) and Walter F. Evans for $90,250. Not involved in the sale was the cp for ch. 49 WKNA-TV, which was on the air for a period of time but is now dark. Kanawha principals, who also own WSAZ-AM-TV Huntington, W. Va., include Lawrence H. Rogers II (20%), vice president-general manager of WSAZ-AM-TV; Leroy E. Kilpatrick (10%), WSAZ-AM-TV vice president-technical director; William D. Birke (25%); E. H. Long (15%), and Walter H. Long, Eugene Katz and A. F. Marshall (all 10%). WKNA operates on 950 kc with 5 kw day and 1 kw night and is ABC-affiliated. NBC affiliate WGKV is on 1490 kc, 250 w.

WHAR Clarksburg, W. Va., was sold by WHAR Inc. (W. A. Patterson and Robert K. Richards) to Harrison Corp. for $97,453. Harrison principals are William F. Malo Jr., president-50%; George F. Wilson, 35%, and George F. Wilson Jr., 15%. The Wilsons are applicants for ch. 6 New Bedford, Mass. WHAR is an ABC affiliate on 1340 kc with 250 w.

Complication for WMUR-TV Move

APPLICATION to move ch. 9 WMUR-TV Manchester, N. H., nearer to Boston received what might be another setback last week when the New York Regional Airspace Subcommittee, Air Coordinating Committee, authorized the establishment of a radionavigation facility at Beverly Airport, northeast of Boston. The tower sought by WMUR-TV (and by Storer Broadcasting Co. which is buying the ch. 9 outlet if the move toward Boston is authorized) is near Georgetown, Mass. Last November, the New York committee disapproved the Georgetown site. The Washington Airspace Panel last month deferred action on the WMUR-TV request until it was advised on the radio installation.

WLOF, WSMB, WJQS Seek FCC Approval of Sales

AMONG station sales filed for FCC approval last week were those involving WLOF Orlando, Fla., WSMB New Orleans, WJQS Jackson, Miss., and the Granite State stations in New Hampshire.

John W. Kluge of Washington, with multiple-station interests, sold his 37% ownership of WLOF to 15% owner Harris H. Thomson for $130,662. This sale gives Mr. Thomson controlling interest (52%) in WLOF. Mr. Kluge is president and majority stockholder of KXLW Brentwood (St. Louis), Mo.; WGAY Silver Spring, Md.; WILY Pittsburgh, and WNDA Nashville, Tenn.

Radio Hawaii Inc. purchased 50% of WSMB from Paramount Gulf Theatres Inc. (subsidiary of American Broadcasting-Paramount Theatres) for $90,000. The other 50% is owned by Bankers Securities Corp. Radio Hawaii, subsidiary of Founders Corp., also owns KPOA Honolulu, WTAC Flint, Mich., and 50% of KTVR (TV) Denver.

WJQS was sold by Mississippi Bcstg. Co. (Withers Gavin, president) to Milner Enterprises Inc. for $75,000. R. Dumas Milner, president of Milner Enterprises, is president, 4.45% owner of the *Jackson State Times* and has real estate interests. Mississippi Bcstg. owns WCOC Meridian, Miss., and now dark WCOC-TV ch. 30 there.

W. J. Barkley, president of WKBR-AM-FM Manchester, WTSL Hanover, WTSN Dover and WTSV Claremont, all N. H., is selling his 30-35% interest in the Granite State stations for a total of $165,000 (largest sum is $111,700 for 35.3% interest in the Manchester outlets). The stock is being bought by W. L. Rust and Ralph Gottlieb, present stockholders. After the transactions are approved, Mr. Rust will own between 63% and 72% and Mr. Gottlieb between 23% and 30.5% of the four stations. Balance sheet for the four stations showed surpluses for all ($92,291 for WKBR).

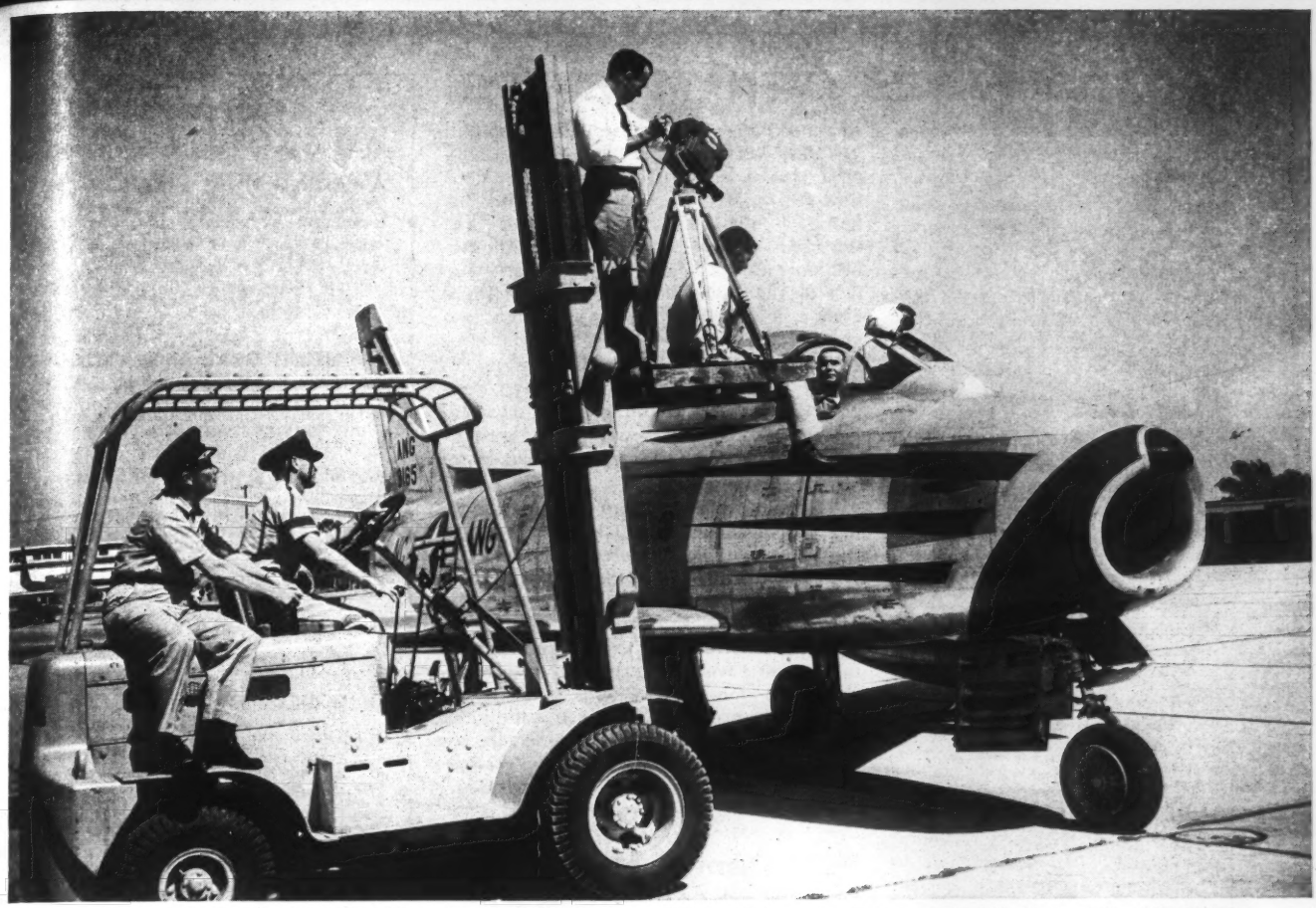
For other sales, see FOR THE RECORD, page 108.

FCC Sets Aside WILA Grant, Cites Interference by WPUV

ON ITS own motion, the FCC last week set aside the Dec. 19, 1956, grant of a new am station (WILA) on 1580 kc, 500 w daytime, Danville, Va., to S. L. Goodman [B•T, Dec. 24, 1956] because of a conflict with the FCC's 10% rule.

In his application, Mr. Goodman stated that interference from WPUV Pulaski, Va., would affect only 9.5% of the population of the proposed WILA coverage area. Further engineering study, the Commission said, showed that the WPUV signal actually would penetrate 4 miles into the WILA area, affecting 11.6% of the population the new station planned to serve.

Earlier, on Jan. 7, Danville Bcstg. Co. (applicant for 950 kc with 500 w, Danville) had protested the grant to the FCC under the 10% rule. Mr. Goodman also owns WYSR Franklin, WYTI Rocky Mount and WDDY Gloucester, Virginia.



Pilot close-up with Earl H. Wells, Chief News Photographer, at the camera. Nelson Benton, News Editor, talks over the shot with Captain T. C. McNeil, Jr. (pilot), Commanding Officer of 156th Fighter Interceptor Squadron. At left, Major Robert W. Brooks, Maintenance Officer of N. C. Air National Guard, and Colonel William Payne, Commander of N. C. Air National Guard.

WBTV goes in close for prize-winning footage with Du Pont Motion Picture Film

Nelson Benton and Earl Wells look over some news footage with D. H. Billings, Du Pont Representative (center). Sharp, clear pictures are the rule with Du Pont film, and Mr. Wells states: "I'm sure we'll always be using it."

Du Pont film is an established favorite at WBTV, Charlotte, North Carolina—the largest TV station in the Carolinas. Their news cameramen have been using this film exclusively since 1954 when WBTV first turned to motion picture coverage. Cameraman Earl Wells, using Du Pont film, won first place in feature films, second and third place in news film in a recent Southern News Photographers' Contest.

"We can go just about anywhere and get good pictures with Du Pont films—indoors or out, day or night," says Television News Editor Nelson Benton. "We can rate Type 931 film as high as ASA 400 and Type 930 up to ASA 250 with satisfactory results." Mr. Benton also reports the station is using about 1,000 feet of Du Pont film daily.

Rapid processing is an important feature of Du Pont film. WBTV often processes 50-70 feet of film per minute at a temperature of 95°F. The station has been on the air with film 20 minutes after the actual news event. Why not take advantage of high-speed, easy-handling Du Pont films in *your* station? They'll give you the high-quality results you've always wanted.

FOR MORE INFORMATION, contact your nearest Du Pont Sales Office (listed below) or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

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Atlanta 8, Ga. .....805 Peachtree Building
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DU PONT
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BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

COLORADO TAKES OWN TV STEPS

COLORADO has taken two steps designed to insure television service in remote communities beyond normal range of tv stations.

Gov. Edwin C. Johnson set up a state communications unit, called the Governor's Committee to improve tv reception in Colorado by use of boosters. Secondly, a memorial was introduced in the House of Representatives by Rep. Rex Howell, of KREX-TV Grand Junction, Colo., asking Congress to act on behalf of FCC rule-making procedure to permit licensed use of booster or on-channel re-radiation equipment.

The two Colorado developments revive interest in the state's defiance of the FCC, whose powers are being tested in a case before the U. S. Court of Appeals (C&J Communications Services, Bridgeport, Wash.). Gov. Johnson, a former chairman of the Senate Interstate & Foreign Commerce Committee, defied the FCC last August by ordering and authorizing Walter R. Webber to continue operating a booster in Steamboat Springs, about 120 miles from Denver [B•T, Aug. 13, 1956].

After this August action, Gov. Johnson named Mr. Webber to his staff as "communications expert." Last week Mr. Webber was one of 12 Coloradans appointed to the new Governor's Committee. This committee is directed "to improve television reception in Colorado and authorize its members to install tv booster equipment, under certain conditions, to accomplish this purpose." The members are directed especially "to be certain that in this endeavor they do not interfere electronically or otherwise with any other radio or tv broadcast or any interstate communication of any kind."

Rep. Howell's memorial (HJM2), in which six other legislators joined, contended FCC has recognized the need for auxiliary tv service by authorizing translator stations (low-power off-channel uhf rebroadcast units) but held the plan hasn't fully met the needs of the mountainous terrain. Reflection and minor amplification of tv signals on the same frequency is feasible, it is argued, and will not cause interference to any licensed service.

The memorial calls on Congress to authorize and encourage FCC to start rule-making procedure enabling use of on-channel re-radiation equipment in the west or any place where a community lacks minimum tv service.

The status of community tv systems picking tv signals off the air and feeding them to subscribers over wire circuits may be involved in a provision of the memorial. This clause holds that FCC's rule-making should permit licensing of booster stations "when under the control of an existing tv licensee." In addition it would allow licensing of boosters to counties, cities or other subdivisions, or to non-profit associations and other working groups "who have obtained the assent of writing to re-broadcasts the services of existing licensed tv broadcasting station." The term "license" is used in a broad sense.

15 Republicans Named To House Commerce Committee

REPUBLICAN membership on the House Interstate & Foreign Commerce Committee was completed last week with the appointment of 15 GOP members. Democratic members were named the week before [B•T, Jan. 14].

The four new GOP members added to the committee were Reps. J. Arthur Younger (Calif.), William H. Avery (Kan.), Bruce Alger (Tex.) and Will E. Neal (W. Va.). These and 11 holdover members from the 84th Congress brought GOP membership on the committee to 15, an increase of one over the 84th Congress, and total committee membership to 33, compared to 31 in the 84th.

Holdover GOP members: Reps. Charles A. Wolverton (N. J.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.), John B. Bennett (Mich.), John V. Beamer (Ind.), William L. Springer (Ill.), Alvin R. Bush (Pa.), Paul F. Schenck (Ohio), Joseph L. Carrigg (Pa.) and Steven B. Derounian (N. Y.).

Three of the new committee members represented re-elected congressmen. Rep. Neal served in the 83rd Congress (1953-54).

FCC Denies Monroney Request in Miami Case

THE FCC has told Sen. A. S. Mike Monroney (D-Okla.) the Commission feels it would be committing "legal error" if it considered the senator's request that the FCC defer action in the Miami ch. 10 case.

Sen. Monroney, a member of the Senate Interstate & Foreign Commerce Committee, chairman of its Aviation Subcommittee and a member of its Communications Subcommittee, had asked the FCC Dec. 28 to defer action because "there is a strong likelihood of a grant of a television license . . . to National Airlines" [B•T, Jan. 14]. Sen. Monroney said that before the FCC acts in the four-way contest he wants the Aviation Subcommittee to hold hearings on the propriety of an airline holding a tv grant because such firms receive or are in a position to receive government subsidies.

The FCC, in a reply dated Jan. 11 and revealed Wednesday, said that in an adjudicatory proceeding such as the Miami ch. 10 case, the Communications Act and Administrative Procedure Act require that decisions be based only on matters of record. It added: "Your letter, of course, is not of record in the proceeding. Accordingly the Commission feels it would commit legal error in considering it." The FCC letter concluded:

"The Commission desires to extend every courtesy it can to you as a member of the Senate. You will appreciate, however, the caution which must be exercised with respect to taking any action on the basis of matters not before the Commission in the record of the proceeding."

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 9

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y. ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Casper, Wyo., ch. 6.

AWAITING ORAL ARGUMENT: 3

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING 7

Beaumont-Port Arthur Tex., ch. 4; Sheboygan, Mich., ch. 4; Pachuta Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; McKeesport-Pittsburgh, Pa., ch. 4; Beaumont, Tex., ch. 6.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

SOLONS TO REPORT ON TV EXCISE TAX

THE EXCISE Taxes Subcommittee of the House Ways Means Committee will make recommendations in the "near future" on a proposal to remove the 10% manufacturers federal excise tax from all-channel tv sets, the subcommittee staff indicated last week.

The subcommittee, headed by Rep. Aime J. Forand (D-R. I.) in this and the 84th Congress, made its first report this year on taxes last Monday.

Members of the Excise Taxes Subcommittee include Chairman Forand and Reps. Herman P. Eberharter (D-Pa.), Eugene J. Keogh (D-N. Y.), Frank M. Karsten (D-Mo.), A. S. Herlong Jr. (D-Fla.), Thomas A. Jenkins (R-Ohio), Noah M. Mason (R-Ill.) and Hal Holmes (R-Wash.).

The report did not mention the all-channel set tax, nor any other matter not covered by HR 12,298, a bill introduced near the end of the 84th Congress by Rep. Forand and proposing a number of technical excise tax changes. Recommendations on matters not included in HR 12,298 will be made in the near future, it was indicated.

Jack W. Poe, a subcommittee staff member, said last week the proposal to remove the excise tax from all-channel tv sets is under consideration, but not "active and conclusive consideration."

Broadcasters testified in behalf of the tax removal during the subcommittee's session last November and December [B•T, Dec. 3, 1956, *et seq*], telling the subcommittee that

such action would bring tv sets which receive uhf signals on a competitive level with vhf-only sets. This would spur sales of all-channel sets and do much to save uhf broadcasting by giving it sorely-needed circulation, they said. They were supported by statements from the Senate Interstate & Foreign Commerce Committee and the FCC.

The Treasury Dept. testified against the proposal to remove taxes from all-channel sets.

The subcommittee does not anticipate any additional hearing sessions on subjects already covered by testimony unless "sweeping" new proposals are made. The staff said any proposals regarding "new matters" (i. e., those not included in HR 12,298) may be incorporaed in the revised HR 12,298 or may be submitted separately.

In making its report last week on HR 12,298, the subcommittee gave up trying to define "entertainment type" radios, tv sets and phonographs for purposes of taxation. It noted that present law provides a tax only on radios, tv sets and phonographs of the entertainment type, while component articles (chassis, cabinets, tubes, speakers, amplifiers, power supply units, built-in antennas and phonograph mechanisms) are taxed if suitable for use with any radio, tv set or phonograph. The bill would restrict the tax on components to those suitable for such articles which are of the entertainment type.

Both the Internal Revenue Service and taxpayers have had trouble defining "entertainment type," involving both end products and components, the report said. Since the subcommittee believes the main purpose of limiting the tax on radios, tv sets and phonographs to those of the entertainment tax is the desire to exclude communication, navigation and detection type equipment from taxation, the subcommittee recommended that the tax be imposed on all radios, tv sets and phonographs, but that an exemption be provided for communications, navigation and detection type equipment and for components "unsuitable" for use with taxable units.

Holman Re-elected Chairman Of Commerce Advisory Council

EUGENE HOLMAN, chairman of Standard Oil Co. of New Jersey, last Thursday was re-elected chairman of the Dept. of Commerce Business Advisory Council. Ernest R. Breech, chairman of Ford Motor Co., and Devereaux C. Josephs, chairman of New York Life Insurance Co., were elected new vice chairmen. Re-elected vice chairmen were S. D. Bechtel, president of Bechtel Corp. of San Francisco, and T. V. Houser, chairman of Sears, Roebuck & Co.

The council held closed sessions at which top government officials discussed topics affecting business and government .The high-level advisory group elected eight new members, including Elisha Gray II, president of Whirlpool-Seeger Corp.; and Neil McElroy, president of Procter & Gamble Co. Frank Stanton, CBS Inc. president, was elected to the BAC executive committee.

Questionnaire Return Pleases Senate Group

BROADCASTERS have responded "very, very well" to the Senate Elections Subcommittee's questionnaire seeking amounts spent on political broadcast radio and tv time and free time given to political candidates in the 1956 election campaign, John Moore, counsel, said last week. He estimated that about 90% of some 4,000 am, fm and tv stations, plus the networks, had filed replies to the Senate unit.

Mr. Moore said the parent Senate Rules & Administration Committee is expected to release its report the week of Jan. 28 on spending in the 1956 campaigns. The subcommittee held hearings before the elections at which networks and other broadcast representatives supplied information on political radio-tv spending, criticized Sec. 315 of the Communications Act and attacked proposals to force broadcasters to donate free time to candidates.

Antitrust Subcommittee Gives Barnes Findings to Atty. General

THE House Antitrust Subcommittee has turned over to the Attorney General "for appropriate action" the results of its "preliminary investigation" of stock transactions by U. S. Circuit Judge Stanley N. Barnes, who was assistant attorney general in charge of the Justice Dept.'s Antitrust Division before accepting the judgeship last summer.

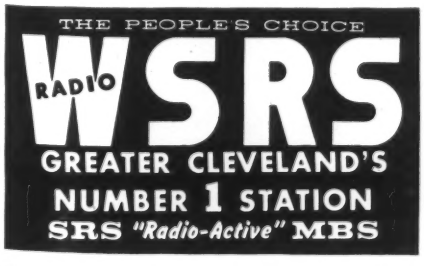
Judge Barnes testified before the Antitrust group, headed by Rep. Emanuel Celler (D-N.Y.), and before the Senate Interstate & Foreign Commerce Committee last year regarding the respective jurisdictions of Justice and the FCC in antitrust matters and specifically on the activities concerning the Westinghouse Broadcasting Co.-NBC swap of radio-tv stations in Cleveland and Philadelphia. Justice has an antitrust suit pending against RCA-NBC as a result of the sale.

Staff members of the Antitrust Subcommittee declined to discuss details of its findings, but said Justice has been asked to report any action taken in a reasonable time to the House unit, adding that Judge Barnes gave the subcommittee valuable cooperation while he was Justice's antitrust chief.

Dawson, Moss Bill Espouse Freer Public Information

THREE members of the House last week introduced identical bills aimed at cutting the ground from under federal executive departments who they maintain have held up a law enacted in 1789 as sanction for keeping information from the public.

The congressmen and their respective bills are Reps. William L. Dawson (D-Ill.), chair-



First in Saturday afternoon time period with a 13.0 rating.

Well-known TV critic reports: "Swashbuckling, robust, action-packed."

Centuries of advance publicity have preceded "The Three Musketeers"—now available for the first time on TV.

Write, wire, phone.

*Source: ARB

1501 Broadway, New York 36, LA 4-5050

man of the House Government Operations Committee (HR 2768); John E. Moss (D-Calif.), chairman of its Public Information Subcommittee (HR 2767), and Dante B. Fascell (D-Fla.), the other Democratic member of the subcommittee (HR 2769).

They announced the week before [B•T, Jan. 14] their intention of submitting amendments to Title 5, U. S. Code, Sec. 22, which authorizes heads of executive departments to make rules for the "custody, use and preservation" of official records. The amendment would add: "This section does not authorize withholding information from the public or limiting the availability of records to the public."

Rep. Moss' subcommittee held hearings in the 84th Congress on availability of information from executive departments and independent federal agencies after allegations that such groups were keeping non-security information from the public and Congress.

Sen. Thomas C. Hennings (D-Mo.) has said he will introduce the amendent in the Senate and Rep. Clare Hoffman (R-Mich.), the GOP member of Rep. Moss' subcommittee, also will introduce it in the House.

Celler Keeps Chairmanship Of Antitrust Subcommittee

REP. Emanuel Celler (D-N. Y.) retained his chairmanship of the House Antitrust Subcommittee after the parent House Judiciary Committee, of which he also is chairman, named its subcommittees at a meeting Thursday.

Two vacancies were filled in the subcommittee, by Rep. Lester Holtzman (D-N. Y.), who replaces Rep. James M. Quigley (D-Pa.), defeated in the 1956 elections, and Rep. William E. Miller (R-N. Y.), replacing Rep. Hugh D. Scott Jr. (R-Pa.), who moved to another committee.

Holdover members of the subcommittee are Chairman Celler and Reps. Peter W. Rodino Jr. (D-N. J.), Byron G. Rogers (D-Colo.), Kenneth B. Keating (R-N. Y.) and William M. McCulloch (R-Ohio).

Liquor Ad Bill Up Again; Hearings May Be Held Next Year

PERENNIAL bill to prohibit advertising of all alcoholic beverages on radio and tv and in other media in interstate commerce was introduced in the Senate last week by Sen. William Langer (R-N.D.), who also introduced the measure in the 84th Congress.

Sen. Langer's bill (S 582) is identical to his S 923 in the 84th and to HR 4627, introduced in the House by Rep. Eugene Siler (R-Ky.) The bill probably will be heard next year by Senate and House Commerce Committees, since its proponents traditionally force hearings during congressional election years.

The Senate and House versions were not reported from the respective committees after hearings last year [B•T, Feb. 20, 1956].

Harris Asks Study Authority

CHAIRMAN Oren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee last week introduced formal request (H Res 99) to authorize his committee to make studies and investigations in 1957.

Gold Seal Complains Anew to Celler Unit

THE Gold Seal Co. (Glass Wax, Snowy bleach), which last October complained to the House Antitrust Subcommittee that CBS-TV in 1955 terminated its *Jo Stafford Show* and gave no reason for doing so, also has taken issue with CBS President Frank Stanton's explanation on the events brought about by CBS-TV programming changes in 1955 [B•T, Nov. 26, 1956].

Harold Schafer, Gold Seal president, in a second letter to Chairman Emanuel Celler (D-N.Y.) of the House Antitrust Subcommittee, differed at three points with Dr. Stanton's explanation by letter to the subcommittee. He also asked that Congress take away from "big companies" the power to decide "what programs shall be on the air and who shall sponsor them," and that both time and programs be sold "on a fair basis to all buyers."

It was understood CBS will reply directly to Mr. Schafer, explaining its position on the points raised by Gold Seal. On the overall question of program control, CBS will point out that someone must exercise control over programming and that this responsibility should be that of the networks and stations, not the federal government.

Mr. Schafer forwarded a copy of his letter to CBS with an additional letter to Dr. Stanton charging that the CBS president's explanation was "somewhat misleading," and adding that "perhaps the basic fault" in tv can be blamed on faulty allocations in major markets and the government "allowing companies like yours to dictate the programming."

The Gold Seal president termed as "definitely wrong" Mr. Stanton's statement that "in no case was there any disagreement with the conclusion pointed to by the research data" (which, CBS had explained, showed weaknesses in the time period involving the *Jo Stafford Show* and a need for strengthened programming).

Mr. Schafer said Gold Seal's agency, Campbell-Mithun Inc., "protested vigorously," not only to CBS' conclusions, but "also to their arbitrary move."

Commenting on Dr. Stanton's explanation that since the CBS-TV program changes were not scheduled to go into effect until September and that Gold Seal did not take advantage of the fact it could have renewed up to that date on April 1, 1955, Mr. Schafer said Dr. Stanton failed to mention the fact that Gold Seal wanted a year's contract, not 13 weeks, and would have been "happy to sign a contract for a year."

Mr. Schafer said CBS' offer of other shows, such as *Brave Eagle* and *My Friend Flicka,* were not accepted because Gold Seal considered them children's shows; that CBS' offer of *Arthur Godfrey Time* was in a daytime period and not the nighttime period Gold Seal wanted; and that *You'll Never Get Rich,* another show mentioned by Dr. Stanton as being offered to Gold Seal, was not offered until "late summer of 1955."

Blakley Named to Fill Senate Committee Vacancy

NEWLY-appointed Sen. William A. Blakley (D-Tex.), Dallas attorney and "Eisenhower Democrat," was named to the Senate Interstate & Foreign Commerce Committee Thursday.

Sen. Blakley thus filled both the Senate seat and Senate Commerce Committee membership vacated by Sen. Price Daniel (D-Tex.), who resigned Tuesday to become governor of Texas, to which office he was elected last Nov. 6.

The new senator was appointed to the Senate seat by outgoing Gov. Allan Shivers as one of his last official acts. Sen. Blakley will serve until a special election for the office, to be called by Gov. Daniel sometime in the early spring. Sen. Blakley, it is understood, will not run in the election.

RKO Teleradio's Poor Tells Why Company Sought WGMS

HEARINGS continued at the FCC for three days last week on the disputed sale of WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. with RKO's John B. Poor giving the reasons behind the purchase and a statement from a noted psychiatrist that "tensions" in Washington could be alleviated by "good music."

The $400,000 sale has been protested via FCC and the courts by minority WGMS stockholder Lawrence M. C. Smith. Under terms of the sale contract, WGMS stockholders (46⅔%) Mr. and Mrs. Robert Rogers are to be retained as RKO Teleradio Pictures management consultants at $30,000 a year for five years, one of the objections raised by Mr. Smith. Hearing Examiner Herbert Scharfman continued the hearing until Jan. 30 after testimony Wednesday.

Mr. Poor testified that RKO Teleradio Pictures purchased WGMS to make money, gain prestige and provide a Washington outlet for Mutual programs. Dr. Winfred Overholser, superintendent of St. Elizabeth's Hospital, Washington, gave testimony on the use of good music in the treatment of mental patients. He said that the type of tensions set up in Washington are peculiar because of "foreign embassies and so on."

KNAC-TV Case Argued

CONTESTED ownership of ch. 5 KNAC-TV Fort Smith, Ark., was argued last Thursday before a three-judge federal appeals court in Washington.

Southwestern Publishing Co. (Donald Reynolds) claimed the FCC erred in extending the construction permit and approving the involuntary transfer of control of KNAC-TV last year. It claimed it had a contract to purchase the station. The argument was heard by Circuit Judges Henry W. Edgerton, Wilbur K. Miller and David L. Bazelon. J. Roger Wollenberg represented Southwestern; Arthur Scheiner, KNAC-TV, and Richard A. Solomon, FCC. Southwestern owns ch. 22 KFSA-TV Fort Smith.

SEC Hears Publishers On Private Stock Sale

CROWELL-COLLIER Publishing firm went before the Securities Exchange Commission last week to explain the private sale of company debentures.

The issue from the SEC's point of view is whether the privately-sold debentures should have been registered with the Commission. The stock was immediately converted into *Crowell-Collier* common at $5 a share—generally below the market price.

Some of the debentures, SEC says, were converted and sold at a profit to other investors. Under the circumstances, the Commission contends, the original offering may have been "public offering" and therefore should have been registered.

Paul C. Smith, chief executive officer of the publishing firm, said he relied entirely on the word of his brokers that the $4 million debenture sale was a private financial arrangement.

Mr. Smith said his first problem after joining the firm was to get cash for operating expenses. He had difficulty doing it. The firm in past months has suspended publication of *American Woman's Home Companion* and *Collier's*.

Late last year a $16 million deal between Crowell-Collier and Consolidated Television & Radio Broadcasters Inc. (Bitner stations) fell through because of the high cost of financing [B•T, Nov. 26, 1956.]

Radio-Tv Interstate Impact On Sports Events Argued

THE effect of radio-tv coverage of a sports event on the intrastate or interstate status of a team operator was argued Thursday before the U. S. Supreme Court. The issue came up in the case of William Radovich vs. National Football League.

Counsel for the government, appearing as a friend of the court on behalf of Mr. Radovich, contended that since broadcasting is interstate in character any broadcast of a sports event places the operators of the teams in the interstate category. A number of justices, including Chief Justice Earl Warren, asked questions about this aspect of the case.

NFL counsel contended the government and Mr. Radovich were using this argument as a device to lend interstate character to a local event. They claimed the sale of rights to transmit a report of a game does not convert the club operators into the same interstate classification as the reporting medium. The government argued, too, that radio and tv contracts are part of the business of professional football.

Mr. Radovich contends he was damaged professionally when the NFL blacklisted him after he had left the Detroit Lions to play for the Los Angeles Dons of the competitive All-American Conference. He appealed an adverse decision to the Supreme Court. His counsel contended the NFL was able to "ruin" the All-American league.

WRC Inaugural Music Premiered at Concert

A SYMPHONIC background to the Declaration of Independence—which WRC-AM-FM Washington commissioned from composer Morton Gould early in 1956—was broadcast by the NBC-owned Washington outlets at 9:30 p.m. yesterday (Sunday) at its world premiere in Washington's Constitution Hall as part of the presidential Inaugural Concert.

Carleton D. Smith, WRC-AM-FM-TV general manager and NBC vice president, commissioned the composer to undertake writing of the new symphonic narrative last year on advice of Howard Mitchell, conductor of Washington's National Symphony Orchestra.

The symphonic work, "Declaration," also will be broadcast on the NBC Radio Network from 9:05 to 10 p.m. tomorrow (Tuesday), according to plans completed by James E. Kovach, WRC-AM-FM-TV program director.

The Declaration of Independence has been read without music on WRC-AM-FM for several years as a July 4 feature, and Mr. Gould, impressed with the need for such a composition to fill a need at radio stations, schools and other institutions, agreed to compose the work for premiere performance by the National Symphony Orchestra.

"Declaration" is a symphonic narrative for orchestra, two solo speakers and a speaking male chorus. Mr. Smith expressed hope it will be recorded so radio stations and others may use it as a patriotic service. The work also will be performed tomorrow and Wednesday by the National Symphony in a concert with pianist Dame Myra Hess. Mr. Gould is a former conductor on network radio programs.

ATTENDING rehearsal of "Declaration," symphonic narrative commissioned by WRC Washington for premiere performance during the Inaugural Concert in that city and broadcast by the NBC-owned stations yesterday, are (l to r) Carleton D. Smith, WRCA-AM-FM-TV general manager and NBC vice president; Morton Gould, composer of the work, and Howard Mitchell, director of the National Symphony Orchestra, which presented the premiere.

WLWC (TV) Adds 4 To Staff; Dodsworth Resigns Sales Post

CHANGES and additions to WLWC (TV) Columbus, Ohio, have been announced by James Leonard, general manager and vice president of Crosley Broadcasting Corp., station owner.

Gregg Lincoln, formerly with Crosley's New York sales office, succeeds C. R. Dodsworth as sales manager. Mr. Dodsworth, with WLWC for the past eight years, has resigned to launch his own advertising agency in Columbus. Jackson Launer, producer of the *Dotty Mack Show* and with WCPO-TV Cincinnati, has been named production manager at WLWC; Clark Smith, announcer at WXIX-TV Milwaukee, joins WLWC in the same capacity; Robert F. Richards, formerly a salesman with a nonbroadcast firm, becomes a sales executive on the station's staff, and Betty B. Shepherd employed for the past 18 months at Ohio State U., returns to her post as assistant to the director of client service.

H-R Opens 9th Branch in Miami; Campbell Appointed to New Post

H-R REPRESENTATIVES Inc. and H-R Television Inc., station representatives, will open a new branch office Feb. 1 in Miami. Address of the new office will be 529 Pan American Bank Bldg., Miami 22, Fla. Telephone number will be Franklin 3-7753.

At the same time, it was announced that Alex Campbell Jr., formerly with the national sales staff of General Teleradio Inc., will manage the office as head salesman.

Addition of a Miami branch will bring to nine the number of H-R offices. Others are located in Dallas, Chicago, Atlanta, San Francisco, Houston, Hollywood, New Orleans, and New York headquarters.

Most U.S. Stations Cut Rates In '56, All-Media Study Shows

THE MAJORITY of U. S. radio stations lowered advertising rates during 1956, according to a year-end report by the Standard Rate and Data Service Inc., Evanston, Ill.

The SRDS study of 7,036 radio and television stations, newspapers, consumer magazines and business papers, revealed that 4% of this group—virtually all of them radio stations—dropped rates last year. However, 25% of the media studied raised rates during 1956, the report showed.

Rate increases appeared to be running generally higher than those of 1955, with an upturn from last year's drop in spot radio time costs. The greatest rate hikes—percentagewise—centered on the nation's television outlets, with 239 stations out of 447 (53%) raising rates from 4% to 300%. Average of these increases was 30.6%. However, 12 tv stations lowered rates an average of 26%.

The SRDS report presents rate changes for television stations as well for some 2,794 radio stations on one-hour time and

LOUIS FODOR (seated l), president of Alex Fodor Realty, contracts for one of the biggest radio advertising campaigns ever conducted by a Cleveland real estate firm—3,016 one-minute spots to be broadcast by WHK Cleveland during 1957. W. K. Brusman, WHK sales manager, shares the desk. Others at the signing (l to r): Lou Oswald, head of Lou Oswald & Assoc.; Dave Friedman, advertising manager, and Louis Cowan, sales manager of Fodor Realty, and Don Bruck, WHK account executive.

one-minute time, and breaks groups down by station power.

In contrast, an analysis of 600 Canadian radio and tv outlets, newspapers, consumer magazines and business publications showed that the average percentages of increase as well as the range of increases for all Canadian media appear to have little relation to their U. S. counterparts.

KWKH Shreveport Raises Rates

KWKH Shreveport has increased rates in certain time periods approximately 18%. Among time slots affected are those between 6 a.m. and 11 a.m.

KGEN Goes on Air

KGEN Tulare, Calif., has gone on the air, on 1370 kc with 1 kw. The station is owned by SanVal Broadcasters, a partnership of Gene V. Mitchell and Robert T. McVay, with Mr. McVay serving as manager. John McAdam is assistant manager and Jerry McCabe is in charge of news, broadcast hourly with emphasis on local coverage.

French Named Ottaway Chairman

BYRON E. FRENCH has been elected chairman of the board of Ottaway Newspapers-Radio Inc., James H. Ottaway, company president, has announced. The firm operates radio stations WENE Endicott, N. Y.; WDOS Oneonta, N. Y., and WVPO Stroudsburg, Pa., along with dailies.

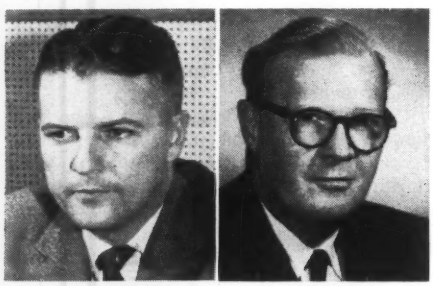
Carson to Head KAFA

JAMES C. CARSON, former owner and manager of KWBM Williston, N. D., and presently part owner of KLTZ Glasgow, Mont., has been named general manager of (1 kw) KAFA Colorado Springs, Colo., started Dec. 21 on 1460 kc.

Executive Changes Announced For WMAZ-AM-FM-TV Macon, Ga.

CHANGES on the executive staff of Southeastern Broadcasting Co., operating WMAZ-AM-FM-TV Macon, Ga., have been made.

The sales department functioning jointly for radio and tv has Albert Sanders as executive sales manager, with Elmo Simmons as



MR. SANDERS MR. CROWTHER

national sales manager, and Tommy Snellgrove, local sales manager.

Harriet Moore will be comptroller.

Frank Crowther, remains commercial manager, with supervision of general radio and television activities as assistant to management.

1956 Best Year Yet for WFBR

WFBR BALTIMORE topped its past performances in overall volume, national spot sales and local revenues during 1956 for the best year in its 34-year history, according to Robert B. Jones Jr., WFBR vice president and general manager. Comparing net time sales for 1956 with the previous year, Mr. Jones noted that overall volume was up 37%, national spot sales up 55% and local revenues up 23%.

Autry Elected Board Chairman Of KOOL-AM-TV Phoenix

GENE AUTRY, formerly president of KOOL Radio and Tv Inc., Phoenix, was elected chairman of the board of directors of the company at a recent station directors meeting.

Named president of the company to succeed Mr. Autry was Tom Chauncey, who had served as executive vice president and general manager for the CBS-affiliated station. Mr. Chauncey will continue to serve as general manager of KOOL-AM-TV in addition to the presidency.

WIS-TV Stages First Telecast Of Legislature Opening Session

WIS-TV Columbia, S. C., pushed forward tv's quest for equality with other news media in covering government and court proceedings when a speech by Gov. George Bell Timmerman Jr. was recently staged for statewide viewing over the station.

State legislators saw and heard Gov. Timmerman deliver a precedent-breaking annual opening address before big-screen tv sets for South Carolina's 92nd General Assembly. The statewide telecast, considered a "first" of considerable importance by WIS-TV's news and public affairs department, also was used extensively for classroom viewing in the public schools throughout the state of South Carolina.

Working closely with station News Director Gren Seibels, the Governor employed a variety of visual aids to illustrate many subjects included in his speech. Closeups of diagrams, photographs and other material in the speech were seen through a special WIS-TV camera.

Other highlights telecast during the opening ceremonies of the state's 1957 Legislative session included live coverage of the General Assembly's first meeting, and an interview of House Speaker Sol Blatt from the General Assembly Hall by Georgia Hart, WIS-TV woman commentator, according to the station.

WOR-TV Promotes Dix, Reiner In Sales, Program Appointments

BILL DIX, general sales manager, WOR-TV New York, has been named to a newly created post of assistant general manager in charge of sales, reporting to Gordon Gray, who is executive vice president and general manager of the station.

Before joining the General Teleradio outlet and its MBS counterpart, WOR New York, in February 1954, Mr. Dix was sales manager of the then NBC-owned WTAM Cleveland, and assistant sales manager of WCBS New York.

At the same time it was announced that Ivan Reiner, production manager, WOR-TV, had been appointed program director. With WOR-TV since 1952, Mr. Reiner formerly was program manager of WNBT (TV) (now WRCA-TV) New York.

Ford for Marshall at WNEW

IN A MOVE attributed to differences over programming policy, Jerry Marshall has resigned as m.c. of the commercially-successful, *Make Believe Ballroom* show over WNEW New York, effective today (Monday) and will be replaced by Art Ford, another disc jockey at the station. It is reported that the conductor of *Make Believe Ballroom*, which has been on WNEW for 22 years, is assured of earning in the vicinity of $100,000 per year.

Neither the station nor Mr. Marshall revealed the nature of the differences of opinion with respect to the programming policy of the recorded-music program. Mr. Marshall, who has been with WNEW for 14 years, said he would announce his plans "as soon as they are formulated," adding he has had other broadcasting offers.

Station Official Indicted

THOMAS D. RISHWORTH, public service director of KGW-TV Portland, Ore., was indicted Thursday by a Multnomah County grand jury on two counts of sending obscene letters through the mail. He was arrested Monday and committed to county jail in lieu of $5,000 bail.

Mr. Rishworth has been active in community affairs. He is a member of the Mayor's Planning Committee, regional director of the Boy Scouts, a director of Oregon State Tv Health Assn. and a past chairman of the Portland Committee for CARE. The indictments charge he sent the letters to a youth serving in the Navy.

New Firm Signs 16 Stations

W. DONALD ROBERTS, newly-formed radio representative firm in Chicago, has announced the signing of 16 stations by his firm as an exclusive representative. They are WBYS Canton, WHOW Clinton, WEAW Evanston, WTAQ La Grange, WKAI Macomb, WSDR Sterling, and WPRS Paris, all of Illinois; KCHA Charles City, KDEC Decorah, KLIL Estherville, KLEM Le Mars, and KBIZ Ottumwa, all of Iowa; and WCHF Chippewa Falls, WTKM Hartford, WPLY Plymouth and WPDR Portage, all of Wisconsin. Mr. Roberts, a former ABC Radio executive, also noted that his firm has tentative commitments with several other stations.

"Nobody goes out anymore, since we started piping KRIZ Phoenix into the rooms!"

Taylor Heads WINR-AM-TV; Pope Now WENY Manager

DALE L. TAYLOR WENY Elmira, N. Y., manager, has been appointed general manager of WINR-AM-TV Binghamton, N. Y. WINR-TV is scheduled to go on the air July 1.

Lambert F. (Bill) Pope has been named to succeed Mr. Taylor at WENY. He was commercial manager of WENY before being named to his new post.

Flanigan Joins Storer

BOB FLANIGAN, a 20-year-veteran of broadcasting, has joined the Storer Broadcasting Co. in its New York sales headquarters to work essentially on the radio properties. He came to Storer from WOV New York where he had served as assistant to the general manager since 1955. Previously he had worked for the World Broadcasting System, and as sales manager of the Chicago NBC sales staff.

MR. FLANIGAN

Snowberger, Beattie Buy WPTX

NINETY percent of WPTX Lexington Park, Md., has been sold to Arthur Snowberger, general manager of WOOK Washington, and James S. Beattie, of the Washington advertising agency hearing his name, for approximately $35,000. William J. Thomas is president of WPTX. Allen Kander & Co., Washington, was broker for the sale, which is subject to FCC approval.

Croninger Heads WIND Programs

DAVID CRONINGER, program director, WQAM Miami, has been named program director at Westinghouse Broadcasting Co.'s newest acquisition, WIND Chicago, it was announced Friday by Ralph L. Atlass, the station's general manager. The appointment is effective today (Monday).

A radio veteran since his collegiate days at the U. of Tulsa, where he worked at KRMG Tulsa as an M. C., sports commentator and play-by-play announcer, Mr. Croninger joined KCMO-AM-TV Kansas City after graduation, later switched to WHB, also Kansas City. Last year he joined WTIX New Orleans as program director, later moved to WQAM Miami in a similar position while continuing his on-the-air work.

New Farm Show idea created by Doane

World's leading farm management and research organization builds daily 15-minute package of national and international farm news, price trends, selling, buying, and management advice.

What effect may the latest international crisis have on farm prices? How can farmers use soil bank certificates to get 5 cents extra return for each dollar's worth? Why are corn farmers better off this year than last? What's behind happenings in the hog, cattle, and poultry markets? What are today's good buys? What's new in cost-cutting practices?

These are examples of questions and problems answered by the practical, down-to-earth Farm Radio Show offered to stations and advertisers by the Doane Agricultural Service's economic scripting department.

Beamed to Farmers' Interests

This continuing program of facts, and expert interpretation of facts and news, is of vital interest to farmers in all parts of the country. Ready-to-air scripts are beamed to the farmer's highest interests, and have already proved their ability to build large, interested farm audiences. Of special interest to farm wives is a sprightly section on homemaking, presented by home economist Florence Lytle.

Frank Facts vs. Foolish Fancies

The Doane Farm Radio Show is a unique program based on 37 years of professional farm management, economic research, and forecasting. Facts are separated from fancy as questions of great importance to farmers are discussed and analyzed in easy-to-understand terms.

For full details on the new Doane Farm Radio Show, and how to use it in your area, write: **Doane Farm Scripting Service, Att: Alvin J. Lee, Doane Agricultural Service, 5144 Delmar Blvd., St. Louis 8, Mo.**

DOANE

AGRICULTURAL SERVICE, INC.

REPRESENTATIVE APPOINTMENTS

KDAY Los Angeles appoints John E. Pearson Co., S. F.

WCAR Detroit names Am Radio Sales, N. Y.

WJLS Beckley and **WKNA Charleston,** both W. Va., appoint Burke-Stuart Inc., N. Y.

WIBX Utica, N. Y., appoints The Meeker Co., same city.

MR. VAUGHAN

REPRESENTATIVE PEOPLE

Guy (Buck) Vaughan, radio-tv veteran and for past 8 months advertising manager of *Charlotte Observer,* joins James S. Ayers Co., Atlanta, as manager of Charlotte, N. C., office.

STATION PEOPLE

Lincoln A. Mayo, commercial manager, WBSE Hillsdale, Mich., to WKLX Paris, Ky., as general manager.

James Schroeder, manager of KSEM Moses Lake, named sales manager for KBAS-TV Ephrata, both Wash., which is scheduled to go on air Feb. 1. **Howard Hammond,** radio engineer, KIMA Yakima, appointed chief engineer at KBAS-TV. **Robert E. Davis,** sales manager, KVAN Vancouver, to KIMA in similar capacity. **John Freeborn,** art director, CHCT-TV Calgary, Can., joins Cascade Broadcasting Co. (KIMA-AM-TV, KEPR-TV Pasco, KBAS-TV Ephrata, KWIE Kennewick, all Wash., and KLEW-TV Lewiston, Idaho).

New Nielsen
No. 2
proves
Channel 4 WRBL-TV
CBS abc
COLUMBUS, GEORGIA
is your best
choice for 1957
in the billion
dollar Columbus,
Georgia market
CALL HOLLINGBERY CO.

ON THIS THEY AGREE

LET men from the Southwest and the East meet, or even debate, and, especially if they are promotion-minded broadcasters, a mutually beneficial arrangement can result. That's what happened in fact with Gordon McLendon of KLIF Dallas and Robert Leder of WOR New York. A month ago, they had a verbal duel on "Gimmicks and Giveaways" [condensed texts appeared in B•T, Dec. 24, 1956] before the Radio & Television Executives Society's timebuying and selling seminar in New York.

Last week, a contract signing between the two stations was announced, providing for WOR promotional announcements to be aired by KLIF, and KLIF jingles on WOR New York, daily for 30 days. KLIF's jingles will be aimed at national advertisers and their agencies located in New York; WOR's promotion will be slanted for the attention of a number of Dallas accounts having distribution in New York.

MR. HLADKY

Joseph F. Hladky Jr., vice president-secretary, Gazette Co. parent company of KCRG-AM-TV Cedar Rapids, Iowa, elected president, succeeding **James N. Faulks** who died recently.

Earl F. Downey, studio-field operations director, WTOP Washington, to WERH Hamilton, Ala., as chief engineer.

Robert M. Ryan, news editor, KING-TV Seattle, to KOMO-TV, same city, as sales promotion manager. **Sam Whitacre,** publicity director, Republican State Central Committee of Washington, joins KOMO-TV as account executive.

Henry Hickman, assistant program director, WFBR Baltimore, named operations manager.

Lew Jeffrey, production manager, KMTV (TV) Omaha, Neb., named program manager and **Norman W. Williams,** KMTV director, succeeds him.

Ted Dorf, WGAY Silver Spring, Md., appointed commercial manager, succeeding **Stuart Hepburn,** resigned to become vice president-manager of KNOK Fort Worth. **Val Thomas,** promotion-public relations director, WGAY, joins sales department and **John Cooley,** news staff of station, succeeds Mr. Thomas.

Grace M. Spanihel, timebuyer, Foote, Cone & Belding, Houston, to KTHT, same city, as assistant to station manager.

Don Stewart, general sales manager, KRAM Las Vegas, to KSDO San Diego as account executive.

Phil Bryce, assistant advertising-promotion director, KABC-TV Hollywood, joins station's sales department as account executive.

Robert D. Shanahan, sales manager, WOMT Manitowoc, Wis., to WRIT Milwaukee as sales representative.

Jim Ingram, sales staff of Wilbur Ellis Co., San Francisco, joins KFRC, same city, as national sales representative.

Ed Strasburger to KHOL Kearney, Neb., as traffic director.

Jerry Rogers, film department, KTLA (TV) Hollywood, named film director.

Scott Sutton, news and public affairs department, WMBR - AM - TV Jacksonville, Fla., to WTOP Washington.

Robert W. Ferguson, executive vice president-general manager, WTRF-TV Wheeling, W. Va., appointed co-chairman, public relations publicity committee for Wheeling Area Conference.

Josef Rizk, supervising engineer, WMBR-TV Jacksonville, Fla., father of girl, Melinda Mary, Dec. 24.

Bill Ranker, KHPL-TV Hayes Center, Neb., engineer, father of boy, David Von, Jan. 6.

Jack Burney, research-special services manager, Jefferson Standard Broadcasting Co., Charlotte, N. C., father of girl, Susan Anne, Jan. 10.

Leslie C. Small, president, WKAN Kankakee, Ill., died on Jan. 11.

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Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.
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EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

ACTION SEEN SOON IN LOCAL 47 PLEA

WITHIN the next week or so, the Los Angeles Superior Court will grant or deny an injunction sought by a group of members of the Hollywood local (47) of the American Federation of Musicians to restrain phonograph record companies and film companies from making payments into the Music Performance Trust Funds. The union has asked that the court appoint a receiver to collect such payments pending a trial on facts to determine to whom the money should be paid.

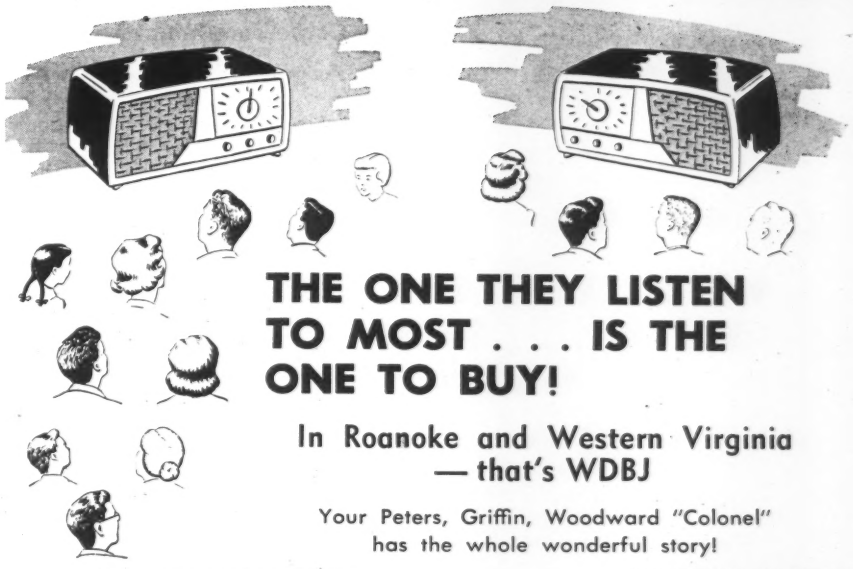
The issue is whether the payments in question should go to the musicians employed in recording and films, as the Hollywood plaintiffs contend, or into the trust funds, as heretofore.

The argument of the plaintiffs, presented by Harold A. Fendler and Daniel Weber, was that the AFM, acting as bargaining agent in negotiating the agreements, was bound to act in the interests of the musicians employed by the recording companies or to be employed by them, in the one case, and in the interests of the musicians who made the films now being released to tv, in the other. Since the payments now going into the trust fund arise from services rendered by these employes, the benefits must go to these same employes and cannot in equity go to others, not even other members of AFM.

The national union, through Michael Luddy, Emanuel Gordon and Henry Kaiser argued that the plaintiffs in the recording case are only "casual employes" of the phonograph record companies (transcriptions were not included in this action) who derive most of their income from other forms of musical employment and that the increase in wage scale which the union negotiated on the basis that it be put into the trust fund instead of paid to the recording musicians was negotiated through the bargaining power of the AFM as a whole and not by the Hollywood musicians alone. Under these circumstances, the AFM argued, the union was bound to put the benefits of all its members ahead of those of the West Coast "handful."

In the action over the fees paid for the re-use of old movies on tv, the plaintiffs said that under both the 1952 and 1954 agreements these payments of $25 per man per film were paid to the musicians who had been employed in making the films and that the 1955 order of James C. Petrillo, AFM president, transferring these payments from the men to the trust fund, was a move inspired solely by union political considerations. The AFM answer was that the musicians had been paid for making the pictures in the first place, that the original ban on the use of old films on tv in 1946 originated in the office of the president and not with the Hollywood musicians and that these payments, in effect "windfalls" for the musicians, should properly be used for the benefit of all AFM members. The sole purpose of the trust funds, AFM counsel stated, is to develop and encourage the use of live music and, thereby, to create more employment for its members.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



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BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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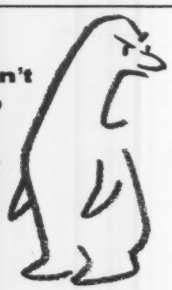

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50,000 Watts *CBS Radio Network*

IN THE PUBLIC INTEREST

WBC PLANS PUBLIC SERVICE MEET

- **Conference initiators invite 75 stations to take part**
- **Programming exchange set for Boston, Feb. 27-March 1**

AN industry-wide conference on local public service programming in radio-tv will be held under the auspices of Westinghouse Broadcasting Co. Feb. 27-March 1 in Boston.

At a briefing session for newsmen in New York Thursday, WBC President Donald H. McGannon said he believed this would be the first such session to be held in the broadcasting field.

While the agenda for the three-day conference—to be held at Westinghouse's WBZ-AM-TV Boston studios and at the Hotel Statler—has not yet been completed, some of the details are being revealed today (Monday).

Westinghouse plans for 75 invited stations to take active part in the conference which will be tailored primarily for station program executives. About 60% of the stations will be tv; and 40% radio. It is expected that 110-115 persons will be assembled at the meetings which will feature joint radio-tv sessions and smaller, radio-only and tv-only workshops.

According to Mr. McGannon, originally Westinghouse thought in terms of sessions held for only its own program managers and producers, but over the 18 months of preliminary discussion of the conference idea, it was felt "that it would be most productive for everyone if we broadened our base and invited a select group of other stations to sit in with us."

Stations were selected on the basis of their "leadership in public service," as represented by major awards and by general acceptance throughout the broadcast industry as being in the forefront in public interest programming. The outlets include a cross-section of the nation's broadcasters as to geographic range, station size, independent and network-affiliated status.

More Interesting Ways Sought

The conference will discuss how public service programming can be made better —injecting "more excitement and flair" as compared with entertainment programming, while, at the same time, evoking sponsorship interest, Mr. McGannon said. He noted that radio and television have a "great opportunity to play a public service role in public enlightment" as separated from its entertainment function.

Objective of the sessions will be to advance the use of broadcast media for education, information and enlightenment. Westinghouse already is considering circulating the proceedings in either published book form or on tape for future study.

All of the invited stations are commercial, although WBC is inviting as guests general or program managers from educational stations in the tv markets in which Westinghouse is active (except for Cleveland which has no education station, but the Ohio State U. station in Columbus will be asked to attend).

Conference plans are being supervised by WBC's Richard M. Pack, vice president in charge of programming, and William J. Kaland, national program manager. They are working with program managers of each of WBC's 10 stations. J. B. Conley, special assistant to the president, is coordinator.

Included will be panel discussions, demonstrations on tape recordings, films and kinescopes, floor discussions and question-and-answer periods with all of the broadcasters taking part. Covered will be the whole field of public service programming; cultural and educational, information and news. Commercial and sustaining shows will be included.

Proceedings Outlined

A broad outline of the agenda: Wednesday (Feb. 27)—Mr. McGannon will present a keynote speaker "nationally prominent in public life." A critical approach to public service programming will be presented by a panel of columnists, broadcast trade editors and radio-tv executives (titled "Meet the Critics"). Visual and aural displays in a special exhibit of Advertising Council projects.

Also Wednesday, different approaches to a public service topic to be demonstrated by different stations, called "Assignment—Public Service" for tv stations; "Quartet" for radio stations. Four tv and four radio stations will offer presentations on the general topic of "Freedom" with stations participating in the discussion and analysis. Each of the eight outlets will demonstrate a different format and technique for approaching the same theme—with varied forms such as a special event or documentary, a program as part of a series, special spot announcements, or other format. The session Wednesday night is to be entitled "Showmanship in Public Service," with a panel taking part.

Thursday morning (Feb. 28)—Sessions will deal with news—various facets of news broadcasting (the roving reporter, the stringer, mobile unit, agricultural, weather, marketing and other specialized news), with what public service broadcasters can learn from research on commercial programming (motivation, emphasis, ground covered, repitition)—Mel Goldberg, WBC's director of research, to preside. Thursday afternoon will include meetings on film and tape and religious programming. Dinner meeting Thursday will feature a major speech by a nationally prominent person.

On Friday (March 1)—A panel discussion on "Producing the Show" with broadcasters demonstrating and discussing production techniques, lighting, sets, etc.; radio panel on serious music (program selection, balance and techniques such as multiplexing and binaural broadcasts); a session called "The Winners" that will present radio and tv programs that have won top awards; and a joint radio-tv meeting on "Spots Before

Your Eyes," on non-commercial spot announcements.

At last week's briefing, Mr. Pack described the WBC project as designed to explore "How the Twain Shall Meet" in the area of commercial and non-commercial broadcasting. Mr. McGannon added that no matter how good or noble the effort of a station in producing a public service program, the final test comes in the size of the viewing and listening audience.

CBS, ABC Executives to Head Brotherhood Week Committees

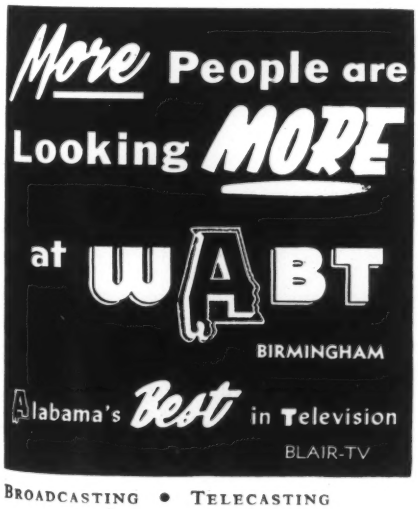
APPOINTMENT of CBS-TV President Merle S. Jones and ABC Radio Vice President Don Durgin as chairman of the television and radio committees, respectively, for Brotherhood Week, Feb. 17-24, is being announced today (Monday) by Louis B. Seltzer, editor of *The Cleveland Press* and national chairman of the 1957 Brotherhood Week.

The network executives will head a group of broadcasters—27 in tv, 62 in radio—representing networks, station, agencies, unions and professional organizations who, in turn, will mobilize the industry into cooperating with this year's observance.

Special promotion kits, prepared for tv and radio stations, will be distributed shortly. The tv kit contains 20-second film spots, live copy, slides and telops, while the radio kit contains transcribed spots, copy and other information for on-air use. The transcriptions and films feature the voices of celebrities.

Admen Plan Mental Health Drive

THE ADVERTISING COUNCIL, New York, last week announced that it plans to launch a major, nationwide public education campaign on the problem of mental health in the U. S. this spring. The Council, which will work closely with the National Assn. for Mental Health and Ruthrauff & Ryan, New York, volunteer agency, said it had spent three years investigating the state of mental illness in America, a disease affecting nine million Americans and costing U. S. taxpayers over $1 billion annually. All media will be asked to cooperate in the campaign.



RADIO ROLE VITAL TO UPSTATE N. Y.

- **Storm-hit area lauds medium**
- **Regular programming scrapped**

"WITHOUT radio we would be sunk."

This was a direct quotation from an executive of the Seal-Right Corp., Fulton, N. Y., to a WHEN Syracuse newsman last week, commenting appreciatively on the emergency public service efforts of radio stations in upstate New York where thousands of home in three counties north of Syracuse were left unheated in 50 below zero weather because of a gas line break.

Radio was credited by government, industry and community leaders with having reassured hapless residents by broadcasting standby precautions, evacuation procedures, announcements by officials of the towns and local groups providing assistance.

For more than 36 hours, starting last Monday afternoon, many stations cancelled some network programming and local commercial shows to step up their coverage, including eyewitness reports from some of the more critical areas.

The Niagara-Mohawk Power Corp., which maintains the gas lines in the area, bought commercial announcements on many of the stations through last Wednesday, apprising citizens of latest developments.

Fire Outbreak Covered

Syracuse stations continued to broadcast pertinent information up through Tuesday evening, even though their attention was diverted by an important news development in the city Tuesday afternoon when a fire in the downtown area caused damage reported at about $2 million.

WHEN Syracuse scrapped its regular news-music program from 6-9:30 a.m. Tuesday to bring a continuous round of news developments from the stricken area, including radio-telephone reports from eyewitnesses. In addition to bulletins throughout the day, the station scheduled a special program dealing largely with the emergency on its early evening *Newsbeat* show. WFBL Syracuse sent Jim Lamanna, news director, and reporter Ed Kaish to Oswego, N. Y., one of hardest-hit communities, to tape record on-the-scene reports for use on the station's news programs. WSYR Syracuse supplied latest news on regularly-scheduled news shows and bulletins on other programs. WSYR-TV sent a film cameraman up to the struck communities for a film report on the emergency, carried on the station that evening and fed to NBC-TV.

WWNY Watertown remained on the air Monday night beyond its usual sign-off of 12:05 a.m., continuing right up to sign-on Tuesday, keeping citizens alerted to developments.

Since Watertown was one of the larger communities affected by the gas line break, its public service contributions included the broadcasting of warnings to residents to restrict the number and the length of their

Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1957

Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured from:

Victor E. Bluedorn, Director

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Distinguished Service Awards In Journalism

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telephone calls, so as to keep telephone lines open for significant calls; keep listeners informed of homes that could accommodate evacuees, and provide latest information from Niagara-Mohawk on its progress in making the gas line available again.

WOSC Oswego-Fulton, serving the immediate area most drastically affected by the emergency, is a daytime station only, but remained on the air throughout Monday night after receiving permission from FCC. WOSC sought (and obtained) the cooperation of Syracuse stations to remind Oswego County residents that the station would be on the air throughout the night and provide news reports pinpointed to the area.

KTTV (TV) Cited by Nixon For Hungarian Job Drive

KTTV (TV) LOS ANGELES, which obtained 1,352 verified offers of employment in Southern California for Hungarian patriots by showing films taken of refugees in Munich, Germany, last week was acclaimed by Vice President Richard Nixon for its tv campaign—"a fine example of the warmhearted response of Americans when they are given the facts."

Mr. Nixon praised the station for the "effectiveness of your public service" and for "a job well done."

After a newsreel cameraman, dispatched to Munich, presented on-the-air filmed interviews of individual Hungarian families seeking to come to America, the films were shown in Los Angeles with an appeal for jobs by KTTV Commentator George Putnam.

After Mr. Putnam's first appeal, the station switchboard was swamped by a steady flow of callers promising jobs. KTTV forwarded a total of 1,352 verified job offers to the President's Committee. With the approval and cooperation of the President's Committee, the station had initiated the tv campaign as a public service project.

The first Hungarian family to benefit from the KTTV broadcasts already has arrived in Los Angeles, where housing and employment were waiting. This is the family of Mrs. Anna Molnar, a widow, who together with son-in-law, two daughters and a 15-year-old son had walked some 150 miles to cross the Hungarian border. Films of the Molnar family were telecast by KTTV New Year's Night, while they were still in Munich.

Last week Stephen Vona, the son-in-law, trained as an office machinery technician, began work as a typewriter maintenance man with Guaranteed Typewriter Co., and Mrs. Vona, oldest daughter of Mrs. Molnar, started her job with the ABC Lettering & Emblem Co.

Organization of the station's campaign and coordination with appropriate government authorities was conducted under the direction of Jack O'Mara, KTTV promotion and merchandising manager. Newsreel cameraman Red Humphreys took the films in Munich for the station.

WBZ-TV MAKES FREEDOM ITS BUSINESS FOR 1957

"LET FREEDOM RING"—a year-long public service project devoted to instilling a new appreciation for that cherished possession and encompassing every facet of its local television programming—is now underway at WBZ-TV Boston, Westinghouse Broadcasting Co. outlet.

The freedom campaign was conceived by WBZ General Manager Franklin A. Tooke following a tour of Radio Free Europe last fall.

The "Let Freedom Ring" project was launched on New Year's Day with a resolution signed by all WBZ employes that they would work diligently to further the cause of freedom during 1957. The resolution was telecast and used as a full-page advertisement in the *Boston Globe* newspapers to open the campaign.

The entire gamut of freedom is being examined with a month-by-month freedom theme assigned to each of 12 project coordinators at the station. In January, the Four Freedoms are being heralded as the opening theme for the year.

In describing the year-long project, Mr. Tooke said that "Let Freedom Ring" would permeate every WBZ-TV activity and would not only "encompass programming but promotion, public service, publicity and sales and other allied activities as well."

Mr. Tooke noted that "special programs will point up our freedom, announcements will sell freedom, talent will talk about freedom, news will dramatically portray the freedom of our land." Songs of liberty and jingles about freedom also will be utilized, "and promotion, publicity and merchandising will make our effort known to every viewer in our coverage area," he added.

Mr. Tooke stated that he hoped "that through the efforts of WBZ-TV, others will join in such a project to make it a nationwide venture instead of one that is localized."

For their "outstanding and sustained contribution to the overall success of 'Let Freedom Ring'" three station employes will receive awards of $1,000 each at the year's end, Mr. Tooke said. The prizes will go to a unit coordinator who contributes most to the overall success of the project; to a member of the talent staff who makes the best on-the-air contributions on a sustained basis, and who performs the most outstanding off-the-air assistance, and to a station staff member who offers the best suggestions and who lends the greatest effort to the project throughout the year.

Mr. Tooke has appointed I. Berlow, WBZ-TV production supervisor, as project director to coordinate activities between planning and production.

Stars Highlight Heart Fund Spots

RADIO and television film spot announcements and transcribed programs on behalf of the 1957 Heart Fund campaign during February will be made available to stations by the American Heart Assn. Among the personalities appearing on the radio-tv announcements are Walter Pidgeon, Mark Stevens, Ernest Borgnine, cardiologist Dr. Paul Dudley White, Ida Lupino, Eddie Cantor, Mel Allen, Jimmy Durante and Rosemary Clooney.

Heart Booking Unit Suggested

ESTABLISHMENT of a "heart circuit"—means of making available to local American Heart Assn. chapters the services of touring recording artists during the course of the 1957 Heart Fund Campaign—has been urged by Art Pallan, KDKA disc jockey. Mr. Pallan is co-chairman (with Dick Wittinghill of KMPC Los Angeles) of the Heart Fund's National Disc Jockey Committee, and a board member of the National Assn. of Disc Jockeys for Public Service.

MOD Entertainers Entrain

GROUP of 45 entertainers will travel aboard 1957 March of Dimes-RCA Victor Starliner, a five-car special train, to eight cities for appearances on local tv and radio programs, at polio wards and other institutions on behalf of current campaign. Starliner was to leave New York (yesterday) carrying such personalities as Julius La Rosa, Jaye P. Morgan, DeCastro Sisters, Eddie Fisher, Lou Monte and Joe Reisman.

Two Dominion Am Outlets Awarded Boosts to 50 Kw

POWER increases for radio and tv stations, and recommendations for new radio stations, were made at the Jan. 4 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Vancouver, B. C. The board heard six applicants from the Pacific area for 1130 kc, a clear channel, and recommended that CKWX Vancouver, be licensed on that channel with 50 kw. Currently CKWX is 980 kc with 5 kw.

Applicants unsuccessful in the 1130 kc case were CHWK Chilliwack, B. C., which had asked for an increase to 10 kw (now 1 kw on 1270 kc); CKOV Kelowna, B. C., which had asked for 10 kw (now 1 kw on 630 kc); CHUB Nanaimo, B. C., which had asked for 10 kw (now 1 kw on 1570 kc); CKNW New Westminster, B. C., which had asked for 10 kw (now 5 kw on 1320 kc), and CKLG North Vancouver, B. C., which had requested 1130 kc with 10 kw (now 1 kw on 1070 kc).

In granting CKWX the frequency, the CBC board stated that "in its opinion the greatest benefit in broadcasting service to the largest number of people in different areas should come from the use of this channel as proposed by CKWX." This is the first 50 kw station on Canada's West Coast.

In eastern Canada, CKAC Montreal, Que., one of the oldest stations in Canada, was given approval to increase to 50 kw from 10 kw day and 5 kw night on 730 kc. The board stated that this increase should result in CKAC regaining coverage lost by reasons of power increases in other countries having priority use of the channel, and increasing signal intensities, particularly in the city of Montreal, where interference has gradually been increasing over a period of years.

Other Boosts Approved

In western Canada, CHED Edmonton, Alta., was recommended for a power increase from 1 kw to 10 kw day and 1 kw night on 1080 kc; CJVI Victoria, B. C., was granted an increase from 5 kw to 10 kw on 900 kc; CKBI Prince Albert, Sask., also was allowed to increase from 5 kw to 10 kw on 900 kc, and CKDM Dauphin, Man., received permission to move from 1050 kc to 730 kc with 1 kw day and 250 w nighttime. CJOB Winnipeg, Man., was denied a power increase from 250 w to 10 kw and change of frequency from 1340 kc to 730 kc on grounds that "there is a greater need for improved nighttime service in the CKDM area which this change would provide than in the case of CJOB, who has a suitable alternative, previously authorized." CJOB has authority to increase to 5 kw day and 2.5 kw night on 680 kc, which it has not implemented.

In eastern Canada, CFOR Orillia, Ont., was given permission to increase daytime power from 5 kw to 10 kw on 1570 kc, with nighttime power remaining at 1 kw. CHUM Toronto, Ont., a daytime station, was recommended for fulltime on 1050 kc with power of 2.5 kw, up from 1 kw.

New radio stations approved were at Amherst, N. S., to Amherst Broadcasting Co. Ltd., 250 w on 1400 kc, and at Weyburn, Sask., to Soo Line Broadcasting Co. Ltd., 250 w on 1340 kc.

CFPA-TV Port Arthur, Ont., was recommended for an increase from 5.1 kw video to 28 kw video, with audio up from 2.55 kw to 15 kw, on ch. 2. The station is to start live productions soon, the board noted. License of CFPA-TV was transferred from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd., which is controlled by the owners of CKPR Fort William, Ont. CKPR has applied for an increase in power from 1 kw to 5 kw day and 1 kw night on 580 kc.

Tvs May Top Radios in Britain

GREAT BRITAIN, with more than 6.5 million television sets now registered, appears likely to become the first nation in the world with more tv sets than radios. Provided the present increase rate of 150,000 new tv sets monthly is maintained, Britain's tv total will pass that of radio (eight million) by the end of the year.

INTERNATIONAL PEOPLE

Thomas M. Oddy, manager of Beauty Counselors of Canada Ltd., to Kenyon & Eckhardt as office manager of agency's Montreal office.

School's Right to Use Tax Funds on Tv Upheld

A CIRCUIT COURT decision upholding right of U. of Illinois to use tax funds for operation of its non-commercial, educational WILL-TV Champaign-Urbana will be appealed to the state supreme court for consideration this spring.

This course was determined after Circuit Court Judge DeWitt S. Crow rejected a taxpayers' suit contesting use of state monies for the station, which operates on ch. 12. Suit was filed Sept. 10, 1955, by Stephen Turkovich, Evanston (Ill.) restaurateur, and Rollin Engman, Dahlen Drug Stores of Rock Island. They held 1955 state appropriations acts made no provision for use of funds on tv and sought an injunction against WILL-TV [B•T, Dec. 31, 1956].

Judge Crow ruled the 1955 act "includes appropriations for the maintenance and operation" of the station "and, further . . . meets all constitutional requirements and is valid." He ruled further the university "does possess legal power and authority" to maintain and operate the outlet and that educational tv was a legitimate activity.

Montgomery S. Winning, Springfield attorney for the plaintiffs, told B•T he will prepare necessary briefs and other documents by Jan. 30 in time for consideration of the appeal by the Illinois Supreme Court

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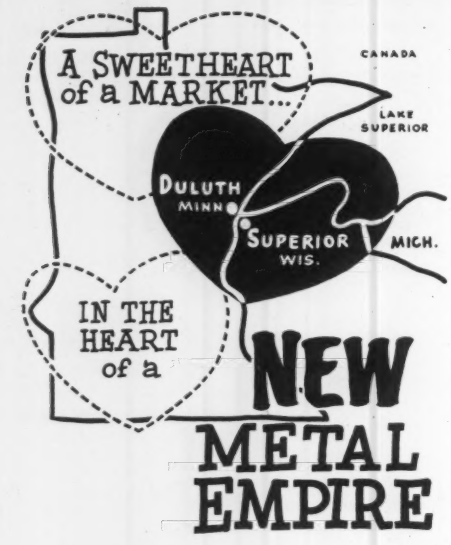
BETTER BALANCED MUSIC PROGRAMMING

Henry Hilton, Gen. Mgr. of KSOP, Salt Lake City, Utah writes:

"KSOP is the All Western Music station for Salt Lake City and the surrounding valley. We are proud users of the SESAC Transcribed Library "A" section.

"The "A" section forms the basis for our entire program schedule. As a result of our use of the SESAC western and folk music, KSOP is able to achieve a balance in its programs that is paying off in listeners and sales.

"KSOP looks forward to a long use of the SESAC Transcribed Library. Our program balance will keep us strong believers in the SESAC approach to radio program problems."



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Hundreds of millions of dollars spent and proposed—TACONITE MINING—New Towns—SEAWAY—New Payrolls

To reach and sell this vital market your best buy is WDSM-TV.

Top TV at the Top of the Nation

WDSM-TV

NBC — CHANNEL 6

A 3 BILLION DOLLAR MARKET

Duluth & Superior

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PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

WHBF

coverage area has

1,102,500

people who spend

$1,339,059,000.

(Total Retail Sales. S. M. Buying Power)

CBS FOR THE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

EDUCATION

during its upcoming March term. He added that Judge Crow's decision was not unexpected and noted a decision for the plaintiffs would have meant an injunction, requiring WILL-TV to temporarily cease operation (begun Aug. 1, 1955) during the legal dispute. Mr. Winning stressed the issue is not whether "educational tv is good or bad" but whether money specifically was appropriated for the station.

The suit has been supported by the Illinois Broadcasters Assn.

Hagerstown, Md., Public Schools Develop Tv Teaching Techniques

TEACHING techniques for tv instruction in public schools are being developed in Hagerstown, Md., where 4,000 pupils in the first nine grades are being served by a closed-circuit system under sponsorship of 40 manufacturer members of Radio-Electronics-Tv Mfrs. Assn. In a progress report covering a semester of instruction, James D. Secrest, RETMA executive vice president, reviewed work of an association task force headed by L. L. Lewis, RCA.

First lessons telecast covered general science, geometry, American history and senior English. Other subjects have since been added, including primary reading, arithmetic, social studies, elementary art and music. William M. Brish, superintendent, and John R. Brugger, chief engineer, both of the Washington County (Md.) schools, are directing the experimental project.

ETRC to Open N. Y. Office

A NEW OFFICE for the Educational Television & Radio Center in New York City is to be opened Feb. 1 in the Carnegie Endowment International Center, United Nations Plaza at 46th St. H. K. Newburn, president of ETRC, said the office will be part of the suite leased by New York's Metropolitan Educational Television Association. However, ETRC will maintain its central offices in Ann Arbor, Mich., Mr. Newburn noted.

$25,000 Pledged by Geritys

JAMES J. GERITY Jr., owner of WNEM-TV Bay City, Mich., and his wife have pledged $25,000 to serve as sponsor to the College & Cultural Development program in Flint, Mich.

EDUCATION SHORTS

American University, Washington, is offering major for performers in theater, radio and tv. Dr. Jack Yocum, director of theater, will direct new program. He will be assisted by Harold Stepler, chief announcer, WTOP-CBS; Martin Pinsker, program director, WMAL-AM-TV; Lawrence Beckerman, producer-director, WTOP-TV, all Washington.

EDUCATION PEOPLE

Norman Cousins, editor of *Saturday Review,* appointed to board of directors, Educational Tv & Radio Center, Ann Arbor, Mich.

PROGRAMS & PROMOTIONS

Prize-Winning Air Force Disc Being Sent Radio-Tv Stations

RUTHRAUFF & RYAN, New York, agency for U. S. Air Force, last week began distributing to radio and tv stations recordings of the Air Force's newest song, "U. S. Air Force Blue," composed for "the express purpose" of recruiting by the Air Force.

The recording, featuring Mitch Miller, his orchestra and a chorus, was made after R&R conducted a competition among New York's leading song-and-jingle writers. Winners of this competition (and subsequent authors of the song) were Marilyn and Alan Scott and Keith Textor. Music and lyrics have been purchased by the Air Force and are now in the public domain.

Disc jockeys will use the record—it is hoped—on their programs, and tv stations have been supplied with a one-minute film strip to "visualize" the song.

Life's Eternal Triangle

TELEVISION will rack up another "first" Feb. 10 when The Ford Foundation's *Omnibus* (ABC, Sundays, 9-10:30 p.m. EST) stages "The Ballad of Baby Doe," a musical drama based upon the real-life 19th Century triangle of Horace and Augusta Tabor and "the other woman," Baby Doe. The libretto is by the late John Latouche and the score by Douglas Moore. "Ballad" which had its world premiere last July 7 at the Central City, Colo., Opera House, will be staged on Broadway next fall by producer Michael Myerberg. He also will co-produce the tv version of this operatic play with the staff of *Omnibus.* The program is sponsored by Aluminium Ltd. through J. Walter Thompson, N. Y., and Union Carbide & Carbon Co. through J. M. Mathes Inc., same city.

Testify for Radio's Success

TWO more testimonials on radio advertising effectiveness, the sixth and seventh in a series being mailed members by Radio Advertising Bureau, have been sent by the bureau. The latest in the series: Story of the Englander Co.'s $100,000 treasure hunt campaign as presented by Charles Lappen, Englanders vice president in charge of public relations, and the role of radio in building Slenderella International Salons as outlined by Larry Mack, president of Slenderella.

'World' Features Chicago

CHICAGO's role as a world market center, plus actual pickups from the International Home Furnishings Show in the Merchandise Mart, was scheduled to highlight NBC-TV *Wide, Wide World* originations from that city yesterday (Sunday). The network planned a special color segment, with pickups from seven color-equipped outlets across the country. WNBQ (TV) Chicago was to spotlight the home furnishings show, using its tint tv facilities to document influence of the Mart on the nation's buying habits and economy. Chicago segment was produced by WNBQ (TV) in cooperation with the Merchandise Mart, home of NBC Central Div.'s offices and stations.

Your Attention, Please

AS a means of bringing WPEN Philadelphia to the attention of agency timebuyers, the station, in cooperation with Doubleday & Co., has begun a six-month mailing of the latest Doubleday books to about 500 timebuyers throughout the country and to individual clients of WPEN. A letter to recipients from William B. Caskey, vice president and general manager of WPEN, pointed out that while the books are the station's Christmas gift, it will stretch over a six-month period because "we are so interested in getting and keeping your attention."

Annual Festival of Negro Music

WLIB New York will stage its fourth annual festival of Negro music and drama starting next Sunday and continuing for a 17-day period. The station, according to its general manager, Harry Novik, will air a total of 175 special programs saluting the Negro's cultural and historical contribution to modern society. It also will feature opera, gospel singing, jazz sessions, dramatic readings and celebrity appearances.

Let's Get Acquainted

A PROGRAM to help the world's children get to know each other has been started on Canadian Broadcasting Corp. tv network. The program, *Children's International Newsreel,* comes to CBC from Europe where it was compiled from film of various European countries. The idea for the newsreel originated at a meeting of the European Broadcasting Union in Italy in 1955. The film is a quarter-hour of news about children's activities in various countries, and dialogue is in either English or French.

NBC-TV to Carry Buck Play

PEARL S. BUCK, whose first tv play "The Big Wave," was aired last September on NBC-TV's *Alcoa Hour* (Sundays, 9-10 p.m. EST), has written her second drama for the medium. It is titled "The Enemy" and is an enlarged version of one of Miss Buck's short stories. NBC-TV has scheduled it for *Robert Montgomery Presents* (Mondays, 9:30-10:30 p.m.) on March 4.

WGBH (TV) Steps In

WGBH (TV) Boston, the ch. 2 educational station operated by the Lowell Institute Cooperative Broadcasting Council, carried live the Jan. 13 NBC-TV Opera Co. presentation of Sergei Prokofieff's *War and Peace.* WBZ-TV, affiliated with NBC-TV, contributed a major part of the cost of broadcast lines from its studios to those of WGBH when the Westinghouse station (WBZ-TV) was unable to clear the two-and-a-half hour telecast.

'An Ounce of Prevention'

"WEATHERWISE and otherwise," WICC Bridgeport reported midweek as the East was blanketed by a five-inch snowfall, "we take care of our own." The station's management has provided its swingshift newsmen and disc jockeys with an emergency kit containing canned goods, plumber's candles, flashlight and a Sterno stove.

ALL Bill Murrell Jr. (l), assistant manager, WORZ-WKIS (FM) Orlando, Fla., and Bill Forsythe Jr., sales manager have to go on is the imprint of lips on tissue in selecting a "Miss KIS." The station used a "kissable lips" contest to point up its new fm call letters, with a trip to Havana awarded to the winner of the contest.

RCA Offers Hi-Fi Brochure

A NEW 64-page illustrated guide to high fidelity sound for home use has been made available to RCA Victor dealers by RCA Victor Radio and Victrola Div., Camden, N. J. The booklet is designed to simplify hi-fi terms, to explain how high fidelity can best be used by beginners and how to build a music library.

Rates Given in Compact Form

KCRV Caruthersville, Mo., is copyrighting a compact time-rate card giving national and local rates for one minute to one hour and a package plan for one-minute spots as well as depicting the station's coverage area on an adjacent, detailed map. The 4 x 9¼-in. card also gives commissions and discounts on station time charges allowed to agencies recognized by KCRV, and the operating hours of the station.

Cover Eden's Resignation

WBZ-WBZA Boston reported last week that the stations had been able to obtain "maximum mileage" out of the news coverage of Sir Anthony Eden's resignation on Jan. 9, partly because Hugh Gaitskill, British Labor Party leader, was in Boston for a series of lectures at Harvard U. The stations hurriedly arranged for a news conference with Mr. Gaitskill. Immediately thereafter, they cabled the *London Times,* asking for an exclusive advance of the *Times* editorial on Mr. Eden's resignation, which was scheduled to appear on the morning of Jan. 10. WBZ-WBZA obtained the editorial, broadcast all the material it contained and fed "beeper" reports to other Westinghouse stations—KDKA Pittsburgh, KYW Cleveland, WOWO Fort Wayne, WIND Chicago and KEX Portland, Ore.

YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

...when he suggests Stainless Towers

Write for descriptive literature

Stainless, inc.

NORTH WALES • PENNSYLVANIA

WELCOME IN THE SNOW

TO TAKE advantage of snow-carpeted hillsides in central Connecticut and WKNB-TV's scheduled change of call letters last Monday to WNBC (TV) West Hartford, the station invited young viewers to use stones, dirt, ashes or anything they chose to spell out "Welcome NBC" in the snow. Letters had to be at least five feet tall with prizes to be awarded for the most artistic message.

No Longer 'On Trial'

THE TITLE of NBC-TV's *On Trial* film series (NBC-TV, Fridays 9-9:30 p.m. EST), sponsored by Campbell Soup Co. and Lever Bros. Co., both through BBDO, N. Y., is being changed to *The Joseph Cotten Show —On Trial,* effective with the Feb. 1 program. Title change will be made, producer Collier Young's office said last week, because of the "increasing popularity of (host) Joseph Cotten" and "an overwhelming amount of fan mail."

Perfect Game = $100,000

BONUS of $100,000 to the bowler who scores a perfect game of 300 will be the lure of the new WOR-TV New York live program *East vs. West Bowling Championship,* which began last Saturday (10:30-11 p.m. EST) under the sponsorship of Kitchens of Sara Lee Inc. (bakery products), through Cunningham & Walsh, both Chicago. Competing on the program will be top professionals from east, midwest and west coasts.

NBC's 'Westward Look'

NBC RADIO was scheduled to begin a 13-week, half-hour series entitled *Westward Look* on Jan. 17. The series, presented Thursdays, 9:30-10 p.m. EST, will "newly explore" California, Oregon and Washington states. News analyst Chet Huntley will narrate the programs which will treat the culture and education in the Pacific coastal states. Alfred P. Sloan Foundation is cooperating with the network on the series.

Station Authorizations, Applications
(As Compiled by B • T)

January 10 through January 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Jan. 10

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,016	2,978	173	351	132
Fm	536	518	49	45	0

FCC Commercial Station Authorizations
As of December 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,971	516	265
Cps on air	37	14	246
Cps not on air	117	24	120
Total authorized	3,125	554	631
Applications in hearing	164	2	109
New station requests	291	5	59
New station bids in hearing	114	0	72
Facilities change requests	154	6	45
Total applications pending	917	86	386
Licenses deleted in December	2	0	0
Cps deleted in December	1	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Jan. 10

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	378	91	469[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	340	320	660[3]
Noncomm. Educational	25	21	46[3]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,054	337	823	567	1,391[4]
Noncomm. Educ.	64		37	27	64[4]
Total	1,118	337	860	594	1,455[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 707 already granted.

New Tv Stations . . .

ACTION BY FCC

Kailua, T. H.—Application of **Windward Bcstg. Co. Ltd.** for ch. 11 (198-204 mc) dismissed 1-8-57. (Request of attorney.) Announced Jan. 10.

APPLICATIONS

Corvallis, Ore.—State of Oregon, by State Board of Higher Education, vhf ch. 7 (174-180 mc); ERP 28.8 kw vis., 2.5 kw aur.; ant. height above average terrain 1,210 ft., above ground 237 ft. Estimated construction cost $180,000, first year operating cost $100,000, no revenue. P. O. address Box 5175, Eugene, Ore. Studio location State College campus. Trans. location 5 mi. N. of Corvallis. Geographic coordinates 44° 38' 19" N. Lat., 123° 16' 25" W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Grant S. Feikert, Corvallis. Proposed grant is for non-commercial, educational purposes. Announced Jan. 16.

Provo, Utah—Jack A. Burnett, vhf ch. 11 (198-204 mc); ERP 1.388 kw vis., 0.656 kw aur.; ant. height above average terrain -798 ft., above ground 184 ft. Estimated construction cost $70,812, first year operating cost $96,000, revenue $110,000. P. O. address Box 1479, Honolulu. Studio and trans. location 1400 S. University. Geographic coordinates 40° 12' 50.8" N. Lat., 111° 39' 19.5" W. Long. Trans. Gates, ant. Prodelin. Consulting engineer Ronald T. Miyahira, Honolulu. Mr. Burnett, also applicant for ch. 9, Ogden, Utah, is exec. v.p.-gen. mgr.-25% owner of **KULA-AM-TV Honolulu.** He is former sales mgr., **KUTA Salt Lake City.** Announced Jan. 14.

Richmond, Va.—Winston-Salem Bcstg. Co. seeks cp to replace ch. 29 cp which it held and which was deleted Dec. 20, 1956. Announced Jan. 16.

APPLICATIONS AMENDED

Amarillo, Tex.—Application of **Southwest States Inc.** seeking new tv amended re financial data and to substitute contract agreement for one dated 8-4-56. Announced Jan. 14.

Denton, Tex.—Application of **Don Shepherd tr/as Denton Telecasting Co.** seeking new tv amended to change trans. location to 331 E. Hickory St., Denton. Announced Jan. 15.

Longview, Wash.—Application of **W. Gordon Allen and John Truhan, partnership d/b as Altru Bcstg. Co.** seeking new tv amended re financial data, partnership agreement, ant. system and geographical coordinates. Announced Jan. 15.

Existing Tv Stations . . .

ACTIONS BY FCC

WAAB-TV Worcester, Mass.—Cp of **Wilson Bcstg. Co.** for ch. 20 (506-512 mc) cancelled and call letters deleted (letter 1-7-57). (Request of station.) Announced Jan. 10.

CALL LETTERS ASSIGNED

WNBC (TV) New Britain, Conn.—**New Britain Bcstg. Co.,** ch. 30. Changed from WKNB-TV.

WPSD-TV Paducah, Ky.—**Paducah Newspapers Inc.,** ch. 6. Changed from WPSD (TV).

APPLICATIONS

WBZ-TV Boston, Mass.—Seeks mod. of cp (which authorized minor change in geographical coordinates and change studio location to 250 Cedar St., Needham, Mass.) Announced Jan. 14.

KODE-TV Joplin, Mo.—Seeks mod. of cp to make changes in ant. system. Announced Jan. 16.

WJPB-TV Fairmont, W. Va.—Seeks mod. of cp to change ERP to 5.37 kw vis., 2.88 kw aur., studio location to 400 Quincy St., trans. location

Carolinas
$42,000.00

Single station market, showing good profit. Can be financed with $15,000 down, balance on easy terms.

Midwest
$75,000.00

Network affiliate, combined operation making some profit. Good potential in market area of 150,000. High fixed assets. $25,000 will handle.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	ATLANTA	SAN FRANCISCO
James W. Blackburn Jack V. Harvey	Ray V. Hamilton	Clifford B. Marshall	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	Healey Bldg. Jackson 5-1576-7	111 Sutter St. Exbrook 2-5671-2

to Grant & Hill Sts., install new trans., change type ant., and make other equipment changes. Announced Jan. 15.

Allocations . . .

ACTION BY FCC

Arecibo, Aguadilla, P. R.—FCC by report and order finalized rule-making issued Nov. 2 and amended table of tv assignments by shifting ch. 13 from Arecibo to Aguadilla, effective Feb. 15, as ch. 13-plus. Announced Jan. 10.

Translators . . .

APPLICATIONS

Flagstaff, Ariz.—Coconino Tv, ch. 74 (830-836 mc) to rebroadcast ch. 10 **KOOL-TV Phoenix, Ariz.** P. O. address % Charles J. Saunders, pres., Box 1677, Flagstaff. Trans. output 10 w, ERP to community 32 w. Estimated population to be served 10,000. Estimated construction cost $3,200, first year operating cost $500. Announced Jan. 14.

Flagstaff, Ariz.—Coconino Tv, ch. 77 (848-854 mc) to rebroadcast ch. 12 **KVAR (TV) Mesa, Ariz.** P. O. address see above. Trans. output 10 w, ERP to community 32 w. Estimated population to be served 10,000. Estimated construction cost $3,200, first year operating cost $500. Announced Jan. 14.

Nogales, Ariz.—Board of Supervisors, Santa Cruz County, ch. 70 (806-812 mc) to rebroadcast ch. 13 **KOPO-TV Tucson, Ariz.** P. O. address Box 156, Nogales. Trans. output 10 w, ERP to community 32 w. Estimated population to be served 6,000. Estimated construction cost $3,560, first year operating cost $150. Announced Jan. 14.

Nogales, Ariz.—Board of Supervisors, Santa Cruz County, ch. 74 (830-836 mc) to rebroadcast ch. 4 **KVOA-TV Tucson, Ariz.** P. O. address see above. Trans. output 10 w, ERP to community 32 w. Estimated population to be served 6,000. Estimated construction cost $3,560, first year operating cost $150. Announced Jan. 14.

Brownlee Power Plant Camp, Ore.—Idaho Power Co., ch. 72 (818-824 mc) to rebroadcast ch. 2 **KBOI-TV Boise, Idaho.** P. O. address Box 770 Boise. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be served 500. Estimated construction cost $3,500, first year operating cost $400. Announced Jan. 16.

Brownlee Power Plant Camp, Ore.—Idaho Power Co., ch. 76 (842-848 mc) to rebroadcast ch. 7 **KIDO-TV Boise, Idaho.** P. O. address see above. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be served 500. Estimated construction cost $3,500, first year operating cost $400. Announced Jan. 16.

Oxbow Power Plant Camp, Ore.—Idaho Power Co., ch. 70 (806-812 mc) to rebroadcast ch. 2 **KBOI-TV Boise, Idaho.** P. O. address see above. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be served 300. Estimated construction cost $3,850, first year operating cost $400. Announced Jan. 16.

Oxbow Power Plant Camp, Ore.—Idaho Power Co., ch. 74 (830-836 mc) to rebroadcast ch. 7 **KIDO-TV Boise, Idaho.** P. O. address see above. Trans. output 10 w, ERP to community 68.8 w. Estimated population to be served 300. Estimated construction cost $3,850, first year operating cost $400. Announced Jan. 16.

New Am Stations . . .

ACTIONS BY FCC

Panama City, Fla.—Application of **Ben G. Porter Jr. and J. C. Johnson d/b as Voice of the Gulf Beaches Radio Co.** seeking new am on 1290 kc, 1 kw D, dismissed. (Request of applicant.) Announced Jan. 16.

Greensburg, Ind.—Application of **Southeastern Indiana Bcstrs. Inc.** seeking new am on 600 kc, 500 w DA-D, dismissed. (Request of attorney.) Announced Jan. 14.

Cuyahoga Falls, Ohio—Application of the **Rev. Rex E. Humbard** seeking new am on 990 kc, 250 w DA-D, dismissed. (Request of attorney.) Announced Jan. 16.

Wilmington, N. C.—Application of **John Clemon Greene Jr.,** seeking new am on 1230 kc, 250 w unl., dismissed. (Sec. 1.381 of rules.) Announced Jan. 16.

Abilene, Tex.—FCC designated for consolidated hearing application of **Bill Mathis** for new am on 910 kc, 500 w D, and application of **KNAF Fredericksburg, Tex.,** to change from 1340 kc, 250 w unl. to 910 kc, 1 kw D; made **KRRV Sherman, Tex.,** party to proceeding. Announced Jan. 10.

APPLICATIONS

Tuscaloosa, Ala.—Frank Edward Holladay, Joseph William Carson and John Shelton Primm d/b as New South Radio, 1420 kc, 5 kw D. P. O. address % Mr. Holladay, Box 1245, Meridian, Miss. Estimated construction cost $24,916, first year operating cost $45,000, revenue $54,000. Principals own 75% of **WLSM Louisville;** 60% of **WCLD Cleveland,** and Mr. Holladay and Mr. Carson own 100% of **WNSL Laurel,** all Miss. Mr. Carson is mgr., **WMOX Meridian,** and Mr.

The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

RECEIVER

- Input Impedance ..... 51 ohms
- I.F. Frequency ..... 21.4 MC
- I.F. Bandwidth ..... 300 KC
- Sensitivity at input term. as a voltmeter ..... 1.0 uv
  Field Strength at 54 MC ..... 1.6 uv/m
  Field Strength at 240 MC ..... 6.5 uv/m
- Max. input using external pad supplied ..... 10.0 V
  Field Strength at 54 MC ..... 16.0 V/M
  Field Strength at 240 MC ..... 65.0 V/M
- Output Indicator ..... Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR

- Output ..... 1.0 uv to 0.1 V
- Output Impedance ..... 51 ohms

POWER REQUIREMENTS

- 117 volt a-c, 50-400 cycle ..... 60 watts—or
- 6 volt, d-c ..... 8 amperes

NEMS CLARKE
Incorporated
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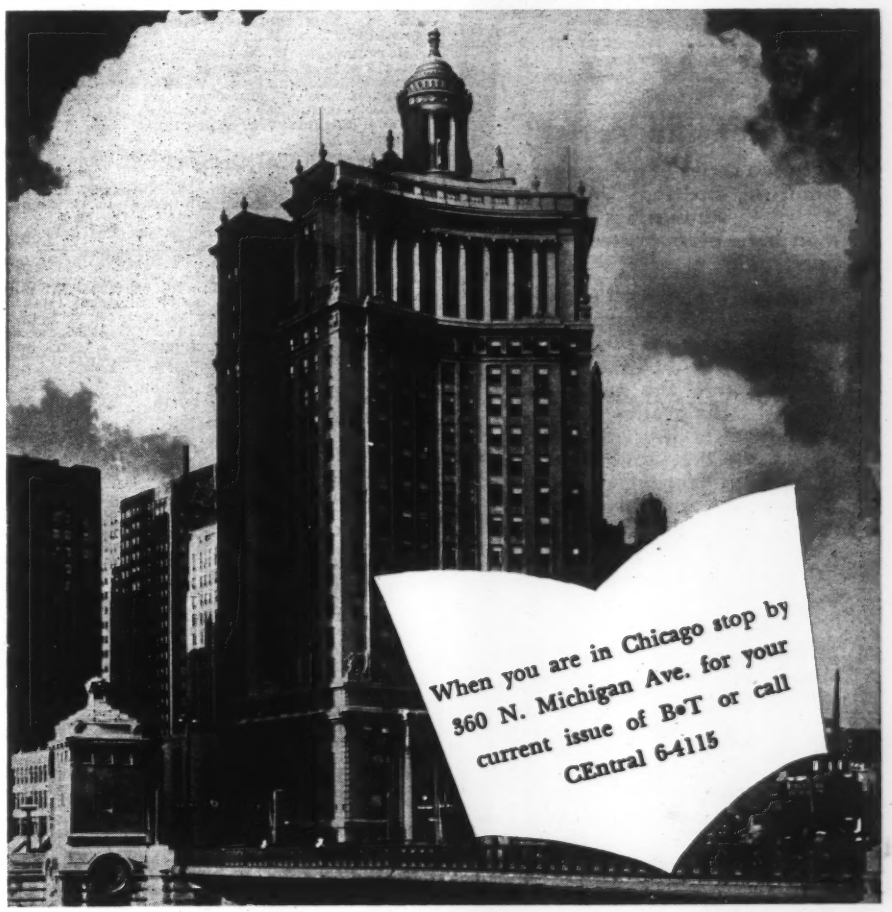
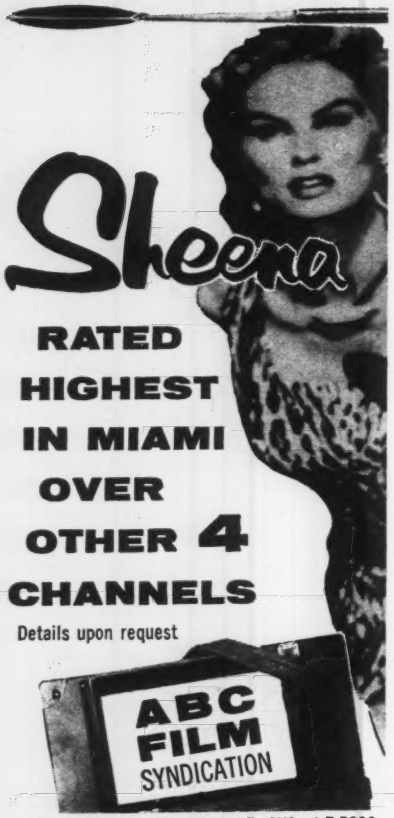
For further information write Dept. P-1





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BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FOR THE RECORD

Holladay is commercial mgr. Announced Jan. 14.

Tuscaloosa, Ala.—Fredric H. Rosemore, Samuel J. Simon and Stanley Besner d/b as Better Radio Stations Co., 1370 kc, 1 kw D. P. O. address % Dr. Simon, 6421 Currywood Drive, Nashville, Tenn. Estimated construction cost $19,816, first year operating cost $36,000, revenue $48,000. Dr. Rosemore (40%), is Fayette, Ala., optometrist. Dr. Simon (30%), is Nashville optometrist. Mr. Besner (30%), is Miami, Fla., wholesale optical jobber. Announced Jan. 16.

Fordyce, Ark.—Albert Mack Smith, Phillip D. Brady and Louis Alford, partnership d/b as Dallas County Bcstg. Co., 1570 kc, 250 w D, remote control trans. P. O. address % Mr. Brady, Box 604, McComb, Miss. Estimated construction cost $6,245, first year operating cost $19,000, revenue $24,000. Principals own **WAPF McComb, WMDC Hazlehurst, Miss.,** and **WABL Amite, La.** Announced Jan. 16.

Lakeland, Fla.—B. F. J. Timm, 1010 kc, 50 kw DA-D. P. O. address Box 101, Douglas, Ga. Estimated construction cost $64,100, first year operating cost $75,000, revenue $100,000. Mr. Timm owns **WDMG Douglas; WMEN Tallahassee, Fla.;** 75% of **WMFS Chattanooga, Tenn.,** and 50% of **WOOO DeLand, Fla.** Announced Jan. 16.

Wichita, Kan.—Arthur William Wilson, 900 kc, 250 w DA-D. P. O. address 5307 Armstrong, Wichita 4. Estimated construction cost $25,961, first year operating cost $35,000, revenue $38,000. Mr. Wilson has been announcer and radio pastor on various Kansas stations. Announced Jan. 10.

Kalamazoo, Mich.—William Kuiper and William Eugene Kuiper d/b as Kalamazoo Bcstg. Co., 1420 kc, 1 kw DA-D. P. O. address % William Kuiper, **WFUR Grand Rapids, Mich.** Estimated construction cost $26,980, first year operating cost $38,700, revenue $55,000. Principals own 55% of **WFUR.** William Kuiper is mgr. Announced Jan. 10.

Leland, Miss.—Joseph S. Zuccaro tr/as Miss Ark Bcstg. Co., 1580 kc, 1 kw D. P. O. address Box 112, Natchez, Miss. Estimated construction cost $13,150, first year operating cost $24,000, revenue $30,000. Mr. Zuccaro is Natchez lawyer. Announced Jan. 14.

Nashua, N. H.—Merrimack Valley Bcstg. System Inc., 1590 kc, 5 kw DA-D. P. O. address 502 W. Hollis St., Nashua. Estimated construction cost $32,210, first year operating cost $31,777, revenue $81,770. Claude E. Nichols, owner of Nashua radio-tv sales-service firm, is 100% owner. Announced Jan. 14.

Moncks Corner, S. C.—J. Olin Tice Jr. and **Harry B. Clark,** 1600 kc, 1 kw D. P. O. address Box 656, Lake City, S. C. Estimated construction cost $16,152, first year operating cost $38,500, revenue $41,000. Mr. Tice owns **WBLR Batesburg,** 51% **WMYB Myrtle Beach,** both **S. C.** Mr. Clark with Mr. Tice controls **WJOT Lake City, S. C.** Announced Jan. 16.

Ravenswood, W. Va.—Valley Bcstrs. Inc., 1360 kc, 1 kw D. P. O. address % A. N. Archer, 317 Ninth St., Parkersburg, W. Va. Estimated construction cost $17,710, first year operating cost $32,832, revenue $36,500. Applicant is licensee of **WCOM Parkersburg.** Announced Jan. 14.

APPLICATIONS AMENDED

Tampa, Fla.—Application of Nathaniel J. Klein & Clarence W. Moore d/b as Klein & Moore seeking new am on 1010 kc, 10 kw DA-D, amended to change name to Rand Bcstg. Co., power to 50 kw, type trans., ant.-trans. location, make DA changes (add one tower) and changes in ground system. Announced Jan. 14.

Douglas, Ga.—Application of Marshall W. and Carol C. Rowland d/b as Fernandina Beach Bcstrs. seeking new am on 1480 kc, 500 w D and remote control trans., amended to change frequency to 1310 kc, 1 kw, change type trans. and increase ant. height. Announced Jan. 14.

Bellevue, Wash.—Application of **Northwest Bcstrs. Inc.** seeking new am on 1540 kc, 1 kw unl., DA-1, amended to make changes in DA pattern. Announced Jan. 10.

Existing Am Stations . . .

ACTIONS BY FCC

KAGH Crossett, Ark.—Granted change operation from 1340 kc, 250 w unl. to 800 kc, 250 w D, trans. to be operated by remote control. Announced Jan. 10.

KCOB Newton, Iowa—Granted change operation on 1280 kc from 500 w DA-D to 1 kw D, program tests not to be authorized until **WPRE Prairie du Chien, Wis.,** has begun program tests on another frequency, and license will not be issued until WPRE has been licensed on another frequency. Announced Jan. 10.

KDWT Stamford, Tex.—Granted change operation from 1400 kc, 250 w unl., to 1390 kc, 500 w D. Announced Jan. 10.

KAYE Puyallup, Wash.—Application seeking cp to change frequency from 1450 kc to 1230 kc dismissed. (Request of applicant.) Announced Jan. 16.

CALL LETTERS ASSIGNED

WBCA Bay Minette, Ala.—Southwest Alabama Bcstg. Co., 1150 kc.

WRGR Starke, Fla.—Tidewater Bcstrs. 1490 kc.

WTIF Tifton, Ga.—C. N. Todd, 1340 kc.

KMAR Winnsboro, La.—Franklin Bcstg. Co., 1570 kc.

WMAD Oneida, N. Y.—Radio Oneida Inc., 1350 kc.

KUIK Hillsboro, Ore.—Tualatin Valley Bcstrs. Inc., 1360 kc. Changed from KRTV.

APPLICATIONS

WANA Anniston, Ala.—Seeks cp to change ant.-trans. and studio location and make changes in ant. (increase height) and ground system. Announced Jan. 16.

WGGG Gainesville, Fla.—Seeks cp to make changes in ant. system. Announced Jan. 16.

KAKE Wichita, Kan.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Jan. 14.

WAGM Presque Isle, Me.—Seeks cp to change frequency from 1450 kc to 1390 kc, increase power from 250 w to 5 kw, change ant.-trans. location, install DA-N, make changes in ground system and install new trans. Announced Jan. 14.

WAGM Presque Isle, Me.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Jan. 14.

WHMI Howell, Mich.—Seeks mod. of cp (which authorized new am) to change type trans., change studio location, operate trans. by remote control and make changes in ant. system. Announced Jan. 10.

WSTR Sturgis, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Jan. 10.

KSVP Artesia, N. M.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Jan. 14.

WJNC Jacksonville, N. C.—Seeks authority to determine operating power by direct measurement of ant. power. Announced Jan. 14.

WDBL Springfield, Tenn.—Seeks cp to change frequency from 1430 kc to 1590 kc. Announced Jan. 16.

KIRT Mission, Tex.—Seeks mod. of cp (which authorized new am) to change type trans. and make changes in ant. system, change studio location and operate trans. by remote control. Announced Jan. 10.

WRAP Norfolk, Va.—Application seeking license to cover cp (which authorized increase D power, install new trans. and make change in DA-D) amended to change name to Rollins Bcstg.-Telecasting of New York Inc. Announced Jan. 10.

APPLICATIONS AMENDED

KPRC Houston, Tex.—Application seeking cp to change ant.-trans. location from Deepwater, Tex., to 3014 S. Post Oak Rd., Houston, make changes in DA-N (add tower and change height) and ground system, amended to make changes in DA pattern. Announced Jan. 14 .

KZUN Opportunity, Wash.—Application seeking cp to change frequency from 1270 kc to 630 kc and make changes in ground system amended to change power 500 w. Announced Jan. 14.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC invites comments by Feb. 8 to proposal to amend its Class B fm allocation table to provide channel in **Hagerstown, Md.,** to facilitate consideration of pending application by **United Bcstg. Co. of Western Maryland Inc.** This would be done by substituting ch. 234 for 295 in **Cumberland, Md.,** adding latter to Hagerstown, and deleting ch. 294 from **Baltimore** since operation on this channel would cause excessive interference with Hagerstown ch. 295.

South Hadley, Mass.—President & Trustees of Mt. Holyoke College granted 89.1 mc, 10 w. P. O. address % Ralph J. Robinson, S. Hadley. Estimated construction cost $2,700, first year operating cost $1,000, no revenue. Grant is for noncommercial educational station. Announced Jan. 10.

Richmond, Va.—Union Theological Seminary in Virginia granted 89.1 mc 10 w unl. P. O. address % Dr. Robert White Kilpatrick, 3401 Brook Road, Richmond 27. Estimated construction cost $2,760, first year operating cost $920, no revenue. Proposed station is for non-commercial educa-

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tional purposes. Announced Jan. 10.

APPLICATION

Cambridge, Mass.—Harvard Radio Bcstg. Co., 93.5 mc, 0.096 kw unl. P. O. address 16 Dunster St., Cambridge 38. Estimated construction cost $2,740 first year operating cost $4,489, revenue $8,555. Applicant is non-profit corporation which conducts carrier current service for Harvard U. Announced Jan. 14.

Existing Fm Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WSKV (FM) Carbondale, Ill.—Board of Trustees, Southern Illinois U., 91.9 mc. Changed from WBTU (FM). Non-commercial educational.

WUSJ-FM Lockport, N. Y.—Lockport Union-Sun & Journal Inc., 99.3 mc.

Ownership Changes . . .

ACTIONS BY FCC

KENL Arcata, Calif.—Granted assignment of license from **Vernon Wallace Emmerson** to **Humboldt Bcstrs. Inc.** through lease agreement whereunder assignee leases equipment, land and building for $10,800 yearly with option to buy. Humboldt principals: Mr. Emmerson, 51%; **Vincent W. Lambert,** chief engineer, 24.5%, and **Robert Lee Norton,** program dir.-asst. mgr., 24.5%. Announced Jan. 10.

KGOL Golden, Colo.—Granted transfer of control from **Fred D. Fouse.** (deceased) and **Rachel R. Fouse** to **Rachel R. Fouse.** Mrs. Fouse will own 64.2%. Announced Jan. 15.

WINN Louisville, Ky.—Granted transfer of control from **WINN Inc.,** to **Emil J. Arnold.** Corporate change. No change in control. Announced Jan. 15.

KALB-TV Alexandria, La.—Granted assignment of license from **Alexandria Bcstg. Co.** to **Lanford Telecasting Co.** for $333,155. **T. B. Lanford,** pres.-99.2% owner of Alexandria Bcstg., is pres.-50% owner of proposed assignee and also owns **KRMD-AM-FM Shreveport, La.;** 98% **KRRV Sherman, Tex.;** ⅓, **KPLC-AM-TV Lake Charles, La.,** and 13.8%, **WSLI and WJTV (TV) Jackson, Miss. Bill L. Fox,** 49%, Lanford Telecasting is general sales manager of **KFMB-TV San Diego, Calif.** Announced Jan. 10.

WHRV Ann Arbor, Mich.—Granted assignment of license from **Huron Valley Bcstrs. Inc.** to **M W Bcstg. Inc.** for $110,000. **Charles H. Mayne,** pres.-80% owner of M W, has Detroit manufacturing agency, automobile sales and investment interests. **Donald T. Wattrick,** v.p.-5%, is sports director, **WXYZ Detroit.** Announced Jan. 10.

WINR-AM-TV Binghamton, N. Y.—Granted assignment of am license and tv cp (with extension of completion date) from **Southern Tier Radio Service Inc.** to **Binghamton Press Co.** for $165,000. Assignee is wholly-owned subsidiary of **Gannett Co. (WENY Elmira, WHDL Olean, WHEC-AM-TV Rochester,** all **N. Y.,** and **WDAN-AM-TV Danville, Ill.,** and newspapers.) Announced Jan. 10.

WFTC Kinston, N. C.—Granted assignment of license from **Kinston Bcstg. Co.** to **Town & Country Worldwide Productions Inc.** for $145,000. **Connie B. Gay,** 100% owner, also owns **WTCR Ashland, Ky.,** and **KLRA Little Rock, Ark.** Announced Jan. 10.

WBLR Batesburg, S. C.—Granted assignment of license from **James Olin Tice Jr.** to **Ridge Bcstg. Co.** for $45,108. Mr. Tice will own 51% and **Harry B. Clark and Marjorie R. Clark** will buy 49% for $19,600. Mr. Tice, his father and Clarks own **WJOT Lake City, S. C.,** and Mr. Tice owns controlling interest, **WMYB Myrtle Beach, S. C.** Announced Jan. 10.

KORC Mineral Wells, Tex.—Application seeking assignment of license from **J. Elroy McCaw** to **Leeland Munroe Jund and Ramon C. Charles Curry** for $55,000 dismissed. Announced Jan. 15.

APPLICATIONS

WGAD Gadsden, Ala.—Seeks acquisition of control by **Radio Muscle Shoals Inc.** through sale of 25% from **James L. Garrett** to **Coosa Bcstg. Co.** (licensee) for $5,000. Radio Muscle Shoals owns 50%. Announced Jan. 14.

KDJI Holbrook, Ariz.—Seeks assignment of license from **Donald Edward Jacobs Sr. and Irene N. Tabor d/b as Northeastern Arizona Bcstrs.** to **Mr. Jacobs tr/as Northeastern Arizona Bcstrs.** for $3,011. Mr. Jacobs, former 75% partner, will own 100%. Announced Jan. 15.

KXLR Little Rock, Ark.—Seeks assignment of license from **Arkansas Airwaves Co.** to **Sanders Arkansas Bcstg. Inc.** Corporate change. No change in control. Announced Jan. 14.

WICC-AM-TV Bridgeport, Con.—Seeks transfer of control from **Philip Merryman, J. Kenneth Bradley and Manning Slater, voting trustees,** to **Philip Merryman.** Stock formerly voted under trust agreement is being returned to individual stockholders. Mr. Merryman owns 39.8% and will vote 14.7% owned by Mr. Slater. Announced Jan. 14.

KOAT-TV Albuquerque, N. M.—Seeks transfer of positive control (100%) from **Walter J. Stiles** *et al* to **Clinton D. McKinnon** for about $718,500, including obligations to be assumed. Mr. McKinnon controls *North Shores Sentinel,* San Diego, and *Coronado Journal,* both Calif. weeklies, and owns 25% of **KVOA-AM-TV Tucson, Ariz.** He is former licensee of **KCBQ San Diego.** Announced Jan. 14.

KUMA Pendleton, Ore.—Seeks assignment of license from **C. H. Fisher and Edna E. Fisher d/b as Pendleton Bcstrs.** to **Pendleton Bcstg Co.** for $60,000 and assumption of obligations. Pendleton Bcstg. Co. principals: **C. O. Fisher,** 20%; **Jane G. Fisher,** 20%, and **Nancy A. Harrison,** 20%, all children of assignors, and **Theodore A. Smith,** station mgr., 2.5%. Remaining stock to be retained in treasury. Fisher children own **KUGN Eugene, Ore.,** and have application pending to buy **KOCO Salem, Ore.** Announced Jan. 16.

WGLC Centreville, Miss.—Seeks transfer of control from **C. M. Treppendahl Jr., Maxwell Bramlette, D. H. Thornhill and Alvin Sansing** to **Paul D'Antoni, James Dowdy and Don Partridge** for $14,000. Buyers are equal partners. Mr. D'Antoni is Natchez, Miss., oil dealer. Mr. Dowdy and Mr. Partridge are announcers-salesmen, WGLC. Announced Jan. 16.

WJQS Jackson, Miss.—Seeks assignment of license from **Mississippi Bcstg. Co.** to **Milner Enterprises Inc.** for $75,000. **R. E. Dumas Milner,** automobile dealer, owns proposed assignee. Announced Jan. 16.

KWEL Midland, Tex.—Seeks assignment of cp from **George Wayne Inglis** and **Elvis Leo Roberts** to **Great Western Radio Co.** Principals are **Jerry Covington,** 70%, and Mr. Inglis and Mr. Roberts, 15% each. Mr. Covington is Midland geologist. Announced Jan. 9.

WKTF Warrenton, Va.—Seeks acquisition of positive control by **Oliver M. Presbrey and Martha Rountree Presbrey** through purchase of stock from **Northern Virginia Bcstrs. Inc., Presbreys and WKTF Inc.** Note for $3,000 of Northern Virginia will be returned by WKTF Inc. in exchange for 3/8 of stock. Presbreys will own 100%. Announced Jan. 16.

WHAR Clarksburg, W. Va.—Seeks assignment of license from **WHAR Inc.** to **Harrison Corp.** Harrison principals: **William F. Malo Jr.** (pres.-50%), exec. v.p.-9.1% stockholder, Wilson Bcstg. Co. (former owner of WAAB-TV Worcester, Conn., deleted Jan. 7), applicant for ch. 6, New Bedford, Mass.; **George F. Wilson** (35%), pres.-67.27%, Wilson Bcstg., and **George F. Wilson Jr.** (15%), 5.45%, Wilson Bcstg. Announced Dec. 5. (Corrected item.)

KHON Honolulu, T. H.—Seeks assignment of license from **William V. Pacheco and Allen R. Hawkins,** co-commissioners appointed by court, to **South Pacific Bcstg. Co.** for $75,000. South Pacific is 99.6% owned by **Shirley Louise Mendelson,** Honolulu. **Jack Colon,** employe of KHON, is v.p.-.1% owner. Announced Jan. 9.

Hearing Cases . . .

FINAL DECISION

WFPA Fort Payne, Ala.—FCC announced its decision of Jan. 10 granting application for renewal of license of WFPA. Chmn. McConnaughey and Comr. Doerfer dissented. Announced Jan. 11.

INITIAL DECISIONS

Babylon, N. Y.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of **WGLI Inc.,** for new am on 1290 kc, 1 kw, DA-1 unl. in Babylon. Announced Jan. 11.

Casper Wyo.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of **Donald Lewis Hathaway** for new tv station to operate on ch. 6 in Casper, Wyo. Announced Jan. 15.

OTHER ACTIONS

American Bcstg.-Paramount Theatres Inc.—FCC by memorandum opinion and order of Jan. 10 granted petition by AB-PT for reconsideration of Oct. 22, 1956, decision in Docket 11613 (which affirmed Nov. 23, 1955, grant to AB-PT for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV [TV] Tijuana, Mexico),** to extent of adding new paragraph (7a) to conclusions to take notice of transmission of films and kinescopes to XETV but concluding that this practice does not affect applicant's basic qualifications; denied petition in other respects. Announced Jan. 10.

Slaton, Plainview, Tex.—FCC by order of Jan. 10 granted petition by **Plainview Radio,** Plainview, to extent of enlarging hearing issues in proceeding on its am application and that of **Star of the Plains Bcstg. Co.,** Slaton, to determine whether Star filed its application for purpose of impeding, obstructing, or delaying determination of Plainview application, to determine degree of overlap between operation proposed by Star at Slaton and **KVOP Plainview,** and to determine if overlap is so substantial as to violate Sec. 3.35 of Commission's rules; placed burden concerning new issues on Star; and denied petition in other respect. Announced Jan. 10.

January 10 Decisions

BROADCAST ACTIONS

By the Commission

KGKO Dallas, Tex.—Granted renewal of licenses. Comr. Lee dissented.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

KTRY Bastrop, La.—Granted petition for extension of time to Jan. 14 to file opposition to petitions for reconsideration, etc., filed by **KNBY Newport, Ark.,** re its am application. Action Jan. 4.

By Chief Hearing Examiner James D. Cunningham

Donald Lewis Hathaway; Casper Mountain Television Corp., Casper, Wyo.—Granted petition of **Casper Mountain** for dismissal without prejudice of its application for new tv on ch. 6, Casper, and retained in hearing status **Hathaway** application for same channel. Action Jan. 8.

By Hearing Examiner James D. Cunningham

Pine Bluff, Ark.—On hearing examiner's own motion, ordered that hearing conference will be held at 1:30 p.m., Jan. 7, on am applications of **B. J. Parrish,** Pine Bluff, Ark. Action Jan. 4.

By Hearing Examiner Thomas H. Donahue

Owensboro On The Air Inc.; Owensboro Pub. Co., Hatfield, Ind.—Granted joint motion for correction of transcript in ch. 9 proceeding, Hatfield. Action Jan. 7.

By Hearing Examiner Elizabeth C. Smith

McKeesport, Pa.—Ordered that amendment proposed by **Television City Inc.,** McKeesport, to show steps taken as result of death of Irwin D. Wolf, filed Dec. 17, 1956, is accepted (ch. 4

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proceeding). Action Jan. 7.

By Hearing Examiner J. D. Bond

Homestead, Fla.—Ordered that hearing record re am applications of **South Dade Bcstg. Co.** and **J. M. Pace,** Homestead, is closed and parties may, but are not directed to, file proposed findings of fact and conclusions of law within 20 days from this date. Action Jan. 8.

By Hearing Examiner H. Gifford Irion

WHIL Medford, Mass.—Granted motion for postponement of date for filing proposed findings and conclusions re its am application, and date for such filing is continued to Jan. 21. Action Jan. 4.

By Chief Hearing Examiner James D. Cunningham

Radio Orlando; Orlando Radio & Television Bcstg. Corp., Orlando, Fla.—Granted petition by Radio Orlando for dismissal without prejudice of its am application, and returned to processing line Orlando Radio & Television am application. Action Jan. 8.

By Hearing Examiner Annie Neal Huntting

The Enterprise Co., Beaumont, Tex.—Granted motion for extension of time to Jan. 15 for filing proposed findings of fact and conclusions of law in ch. 6 proceeding, Beaumont. Action Jan. 8.

By Hearing Examiner Elizabeth C. Smith

KEAR San Francisco, Calif.—Issued statement and order governing hearing in matter of assignment of license of KEAR; ordered that hearing is continued from Jan. 16 to Jan. 30. Action Jan. 4.

By Hearing Examiner Herbert Sharfman

Rochester Bcstg. Co., Rochester, Minn.—Granted petition to correct transcript in various respects re its am application. Action Jan. 8.

KAKJ (TV) Reno, Nev.—On oral request of counsel for parties, ordered that further prehearing conference scheduled for Jan. 8 is indefinitely continued pending action by FCC on certain pleadings before it in matter of revocation of television cp of **Nevada Telecasting Corp.** (KAKJ). Action Jan. 8.

January 10 Applications

ACCEPTED FOR FILING

Modification of Cp

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change ant. trans. and studio location) to extend completion date.

KWWL Waterloo, Iowa—Seeks mod. of cp (which authorized increase power and change ant.) to extend completion date.

KMVI-TV Wailuku, Hawaii—Seeks mod. of cp to extend completion date.

WMT-TV Cedar Rapids, Iowa—Seeks mod. of cp to extend completion date to 7-29-57.

WNET-TV Buffalo, N. Y.—Seeks mod. of cp to extend completion date to 7-23-57.

KVOS-TV Bellingham, Wash.—Seeks mod. of cp to extend completion date to 6-24-57.

WKNO-TV Memphis, Tenn.—Seeks mod. of cp to extend completion date to 6-24-57.

License to Cover Cp

WEIM Fitchburg, Mass.—Seeks license to cover cp which authorized increase D power, change ant. and new trans.

KDBM Dillon, Mont.—Seeks license to cover cp which authorized new am.

WYSR Franklin, Va.—Seeks license to cover cp which authorized change frequency, increase power and change type ant.

January 11 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Department of Education of Puerto Rico, Mayaguez, P. R.—Granted petition for extension of time to Jan. 7 to file reply to oppositions to its petition to enlarge issues filed Oct. 1, in ch. 3 proceeding, Mayaguez. Action Jan. 9.

Mississippi Bcstg. Co., Carthage, Miss.—Granted petition for extension of time to Jan. 17 to file its opposition to petitions to enlarge issues filed by **WTOK** and **WMOX** both **Meridian, Miss.,** re their am applications. Action Jan. 9.

By Chief Hearing Examiner James D. Cunningham

"Friends of Good Music," Washington, D. C.—Ordered that oral argument on petition of committee known as "The Friends of Good Music," to intervene in proceeding re assignment of license and cp of **WGMS Bethesda, Md.** and license of **WGMS-FM Washington,** will be held at 9:30 a.m., Jan. 11. Action Jan. 10.

By Hearing Examiner Jay A. Kyle

WSIG Mount Jackson, Va.—On hearing examiner's own motion in order to permit additional time for exchange of exhibits, and with concurrence of all parties, ordered hearing scheduled for Jan. 14 is continued to Jan. 22 re am application of **WSIG Mount Jackson.** Action Jan. 10.

Hamlet, N. C.—Ordered that prehearing conference will be held Jan. 25 in proceeding on am application of **Risden Allen Lyon,** Hamlet. Action Jan. 10.

By Hearing Examiner Herbert Sharfman

WWOW Hazard, Ky.—Granted motion for continuance of hearing re its am application from Jan. 14 to Feb. 14. Action Jan. 10.

January 14 Applications

ACCEPTED FOR FILING

Modification of Cp

KVIP (TV) Redding, Calif.—Seeks mod. of cp to extend completion date to 11-21-57.

WPTV (TV) West Palm Beach, Fla.—Seeks mod. of cp to extend completion date to 7-15-57.

WROM-TV Rome, Ga.—Seeks mod. of cp to extend completion date.

WKNX-TV Saginaw, Mich.—Seeks mod. of cp to extend completion date to 4-2-57.

WJMR-TV New Orleans, La.—Seeks mod. of cp to extend completion date to 8-2-57.

WENS (TV) Pittsburgh, Pa.—Seeks mod. of cp to extend completion date to 8-9-57.

WISC-TV Madison, Wis.—Seeks mod. of cp to extend completion date to 8-7-57.

WICC-TV Bridgeport, Conn.—Seeks mod. of cp to extend completion date to 7-1-57.

WTVW (TV) Evansville, Ind.—Seeks mod. of cp to extend completion date to 7-30-57.

WFIE (TV) Evansville, Ind.—Seeks mod. of cp to extend completion date to 7-1-57.

WIBW-TV Topeka, Kan.—Seeks mod. of cp to extend completion date to 8-1-57.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp to extend completion date to 8-1-57.

KOLO-TV Reno, Nev.—Seeks mod. of cp to extend completion date to 8-1-57.

WNAO-TV Raleigh, N. C.—Seeks mod. of cp to extend completion date to 5-1-57.

WHUM-TV Reading, Pa.—Seeks mod. of cp to extend completion date to 8-1-57.

WDEF-TV Chattanooga, Tenn.—Seeks mod. of cp to extend completion date to 6-2-57.

KOLF-TV Flagstaff, Ariz.—Seeks mod. of cp to extend completion date to 7-1-57.

WAVY-TV Portsmouth, Va.—Seeks mod. of cp to extend completion date to 7-29-57.

WRVA-TV Richmond, Va.—Seeks mod. of cp to extend completion date to 7-31-57.

License to Cover Cp

KRCK Ridgecrest, Calif.—Seeks license to cover cp which authorized new am.

WKBX Corinth, Miss.—Seeks license to cover cp which authorized new am.

KFOR Lincoln, Neb.—Seeks license to cover cp which authorized changing ant.-trans. location and changes in ground system.

WIVV Veques, P. R.—Seeks license to cover cp which authorized new am.

WRAJ Anna, Ill.—Seeks license to cover cp which authorized new am.

WBSM New Bedford, Mass.—Seeks license to cover cp which authorized change frequency, increase power, install new trans., and change ant.-trans. location.

WCOG Greensboro, N. C.—Seeks license to cover cp which authorized increased power and install trans. and tower.

KERO-TV Bakersfield, Calif.—Seeks license to cover cp which authorized new tv.

KFJZ-TV Fort Worth, Tex.—Seeks license to cover cp which authorized new tv.

January 15 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Jan. 11

WSBS Great Barrington, Mass.—Granted license covering change in ant.-trans. and studio location.

KGEN Tulare, Calif.—Granted license for am station and specify studio location and remote control point; conditions.

WBBI Abingdon, Va.—Granted license for am station; condition.

KBMO Benson, Minn.—Granted license for am station and specify studio location and remote control point.

American Broadcasting-Paramount Theatres Inc., New York, N. Y.—Granted extension of permit to supply television programs broadcast in U. S. over tv stations licensed to American Broadcasting-Paramount Theatres to Canadian Television stations CBFT and CBMT Montreal; CBLT Toronto; CKCO-TV Kitchener, Ont.; CBUT Vancouver, B. C., *et al*, for broadcast by these stations in Canada. Program material may be delivered via microwave relay facilities, operated by common carriers, air or rail express. Authority herein granted is for period beginning 3 a.m. EST, Feb. 1, 1957, and ending 3 a.m. EST, Feb. 1, 1958.

National Bcstg. Co., New York, N. Y.—Granted extension of permit to deliver via direct relay, air or rail express, various television programs that are broadcast in U. S. over tv broadcast stations owned by NBC, to Canadian television stations CBFT Montreal and CBLT Toronto, for broadcast in Canada, for period beginning 3 a.m. EST, Feb. 1, 1957, and ending 3 a.m. EST, Feb. 1, 1958.

Actions of Jan. 10

WPRA Mayaguez, P. R.—Granted extension of completion date to 5-8-57.

Actions of Jan. 9

WABJ Adrian, Mich.—Granted license covering change frequency, hours, trans. equipment and type trans.; conditions.

WMEN Tallahassee, Fla.—Granted license covering increase power and install new trans.

KIYI Shelby, Mont.—Granted mod. of cp to change type trans., make changes in ant. system (increase height), change studio location and operate trans. by remote control while using non-DA.

Following were granted extensions of completion dates as shown: **KDIX-TV Dickinson, N. D.,** to 7-1; **WMPY Salisbury, Md.,** to 4-1; **KHOZ Harrison, Ark.,** to 3-24; **WSPD Toledo, Ohio,** to 5-23; **KLAN Renton, Wash.,** to 3-31; **WPGC Morningside, Md.,** to 4-20.

Actions of Jan. 8

WOOO DeLand, Fla.—Granted license for am station and specify studio location and remote control point.

WNBF-FM Binghamton, N. Y.—Granted license for fm station.

WMIA Arecibo, P. R.—Granted mod. of cp to move ant.-trans. location 100 ft. from present site (no change in description) and change type trans.

KMLA Los Angeles, Calif.—Granted extension of completion date to 6-18.

Actions of Jan. 7

WNBF-TV Binghamton, N. Y.—Granted license covering changes facilities of tv station; ERP vis., 166 kw, aur. 83.2 kw; ant. 1,200 ft.

KTTS-TV Springfield, Mo.—Granted license covering change facilities of tv station; ERP vis. 240 kw, aur. 144 kw; ant. 710 ft.

WFAA-TV Dallas, Tex.—Granted license covering changes in tv station; ERP vis. 300 kw, aur. 150 kw; ant. 1,680 ft.

WHFI Newark, N. J.—Granted mod. of BSCA-45 and BMSCA-4 for extension for period of operation of simplex and multiplex basis of SCA; conditions.

WPEN-FM Philadelphia, Pa.—Granted mod. of SCA to change equipment line-up.

Following were granted extensions of completion dates as shown: **WKRC-TV Cincinnati, Ohio,** to 6-5; **WTVE (TV) Elmira, N. Y.,** to 7-16; **KTBC-**

Continues on page 119

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To Be Seen by 77,440* Readers
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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • **Help Wanted** 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New Pacific northwest medium market music station. Sales manager, salesmen, traffic gal, 1st phone, DJ's male-female. Experienced, honest, sober, aggressive, willing worker. References, auditions. Box 216E, B•T.

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Pennsylvania kilowatter needs an assistant manager with a solid announcing background. Job pays excellent salary with commission bonus. Last man to hold job was just promoted to station manager. Looking for young, married man with a car. Position is permanent and opportunity at managership soon. Send tape, resume, photo and salary requirements to Box 219E, B•T.

Sale manager who loves to sell. Five figure income. Major market for strong independent in Illinois. Box 292E, B•T.

Sales manager excellent New Jersey "spot" with independent salary commission and override. Box 293E, B•T.

Salesman ready to move up to sales manager in over 100 million dollar market. Strongest station. Good base plus percentage of all station gross sales. Staff knows about this. Ohio. Confidential. Should make $10,000. Box 312E, B•T.

Salesmen

Salesman wanted for new daytimer central Kentucky. Man desired is now top man in smaller operation in this general area but ready to take next stop upward to management. Box 790C, B•T.

Experienced salesman: Best small-city opportunity in the middlewest. Kilowatt daytimer in single-station market offers $400 per month guarantee for three month minimum. Incentive plan assures minimum "salary" of $300 per month even after guarantee period. Will match, dollar for dollar, up to $1,500 in new sales. Commission setup pays up to 40%. Box 113E, B•T.

Salesman: Guarantee, not a draw, plus a sliding percentage. New organization looking for a man who can move up to sales manager and manager as we grow. Box 286E, B•T.

Radio salesman. Expanding sales staff. Must have proven sales ability. Salary plus good commission set-up in 250,000 market. Send full resume plus picture in first letter to Jack B. Chapman, KTSM-Radio, El Paso, Texas.

Announcers

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Wanted two good combo men. DJ and second phone or DJ and salesman. Prefer men familiar with central Kentucky and country and western programming. Box 789C, B•T.

Immediate opening for good reliable announcer. Prefer man with first class ticket or combination copywriter or announcer and salesman. Send complete information, tape. Box 167E, B•T.

Immediate opening for combination announcer-first class license for independent fulltimer. Upper New York State. Good starting salary to right man, opportunity for advancement in organization. Mail audition tape and resume to Box 244E, B•T.

Texas fulltimer needs qualified announcer with production know how and ability to deliver smooth newscasts and selling commercials. An interest in sales, program direction, and news will be considered. Starting salary depends on man. Send audition and availability first letter. Have second station soon to go on air. You'll be working for progressive outfit with much opportunity for advancement. Box 268E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for top-notch staff announcer to do commercials, news, disc jockey, and operate RCA board, with particular emphasis on play-by-play sports. This station is outstanding in sports and covers everything local from amateur to professional sports. Excellent working conditions and opportunity for future work in television; affiliated with daily newspaper. Station is top fulltime regional. Send full information, including salary, picture, date available, and off-air tape. Box 273E, B•T.

Experienced first ticket announcer needed immediately by KUDU, Ventura, California. No drifters. 50 miles north of Los Angeles. Send tape, photo and resume. Box 279E, B•T.

Midwest kilowatt indie needs announcer for experienced and mature staff. Opportunity to work with local news if interested, however not required. $325 monthly start. Box 295E, B•T.

Newsman-announcer immediately for long established NBC small station in south. Gather, report local news. Some announcing and board work. Prefer settled family man of excellent habits for this permanent position. Write fully about yourself; your experience, education, earnings, business and character references, starting salary needs. Do not spare details. Also rush tape on everything you can do on air, plus small photo which will be returned. Box 313E, B•T.

Like Florida living? East coast station needs sports morning man combo by February 11. Send resume and picture. Snowbirds not wanted. Box 320E, B•T.

California small market ABC station wants young announcer anxious to gain experience. Must have excellent voice, 1st class license, willingness and ability to learn sales, service and operations. Bob Ball, Station Manager, KCNO, Alturas, California.

Top pay for two top announcers with first class license. Send tape and letter to Bob Rohrs, KJAY, Topeka, Kansas.

Reward—$10—Information whereabouts Tom Haley, radio salesman, KPRK, Livingston, Montana.

Announcer wanted: A good pop DJ to work in 1000 watt station in the beautiful lake of the Ozarks, in Missouri—a daytime station—good working conditions—no drinking—will read some news. Write to KRMS, Osage Beach, Missouri. Send tape.

Announcer—excellent working conditions, good pay. Call or send tape to KROX, Crookston, Minn.

Wanted by March first at small station, man who can do maintenance and is also a good announcer. Permanent position for dependable man in ideal climate. Good pay. Prefer man who has proved himself on first job and is now ready to advance. Jim Duncan, KSIL, Silver City, New Mexico.

Combo announcer-engineer. Must have engineering experience. WALY, Herkimer, N. Y. New Collins equipment. Ideal opportunity with progressive, growing group.

Announcer with first class license, car for am-fm in good music operation. Rush tape, resume to WCRB, Boston 54, Mass.

Wanted: Experienced announcer. Strong on news. Good salary. Excellent working conditions. Immediate opening. WCPS, Tarboro, North Carolina.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for good night announcer. Warm, friendly, sincere delivery. Airmail tape and resume, John Paras, WFLB, Fayetteville, North Carolina.

Top pay and opportunity for good announcer with first ticket. Excellent opportunity for advancement to manager with young progressive chain. Emphasis on announcing, minimum of maintenance—opportunity to sell if you desire. Send tape, snapshot and resume to Program Director, WKUL, Cullman, Alabama. New station Jasper, Alabama, will be on the air March 1st.

Announcer who can operate own board. WLDB, Mutual, Atlantic City, New Jersey.

Experienced announcer needed immediately. Excellent working conditions, salary and fringe benefits. Rush picture, tape and resume to Bob Hinners, WLEC, Sandusky, Ohio.

Experienced announcer wanted for Washington, D. C., area independent. Send audition or call Jack Moran, WPIK, Alexandria, Virginia.

CBS affiliate needs top-notch announcer, DJ with program department background. Ideal working conditions. Good pay. Send tape and resume to WSOY, Decatur, Illinois.

Just lost North Carolina's top disc jockey to Florida and need a man to replace him on Carolina's finest fulltime independent. Must be mature, friendly, experienced top quality jock. Salary $400.00 monthly. If you're worth more say so and we'll talk it over. Air mail adlib tape with news and commercials. WSSB, Box 1168, Durham, North Carolina. All tapes promptly returned.

Announcer with first phone, 42 hour shift, salary open. Call, wire or write Jim Luck, Manager, WTVB Coldwater, Michigan. Open January 15th.

Experienced, versatile staff announcer, genuine opportunity for advancement. Prefer married man. Include seven and one-half tape, photo, experience, salary requirement with your reply. WVSC, Somerset, Pennsylvania.

Wanted: Experienced announcer, preferably with first class license. Pay commensurate with ability. Excellent working conditions in completely new layout. WWWF, Fayette, Alabama.

Technical

Experienced engineer for position of chief engineer at modern, well equipped 250 watt fulltime independent station in Pa. Will have complete responsibility for purchasing, maintenance repairs and operation. Good working conditions, good pay. No air work required. Box 742C, B•T.

New daytimer central Kentucky needs engineer 1st class, some maintenance experience, some console work originating network shows. This will go fast. Box 788C, B•T.

Engineer-announcer, 250 watt, 100 miles from New York. Good pay. Box 811C, B•T.

Future chief engineer (with first class ticket) who can write and air local news. $102.50 per week start. Midwest station. Box 274E, B•T.

Wanted: Chief engineer for 250 watt west Texas station. Air work is not required. You will have complete responsbility of maintenance, repair and operation. Automobile essential. Contact Clint Formby, KPAN, Hereford, Texas.

Permanent position for 1st class licensed engineer, prefer man with ham ticket. Good insurance, company paid and vacation. WAIM-WCAC-WAIM-TV, Anderson, South Carolina.

Two men with first phone, one for job as chief. Write Box 485, Aberdeen, Maryland.

Programming-Production, Others

Opening for smart continuity girl—top rated station in Ohio metropolitan market. Good salary, employe benefits. Send sample material, photo, background. Box 755C, B•T.

PD with news and commercial background for 5 kw Ohio station. Send complete information about yourself and previous experience. Box 301E, B•T.

Newsman—gather, write, edit and broadcast local news. Handle tape recorder. Good pay. Profit sharing plan. WCOJ, Coatesville, Pa.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

WOKJ, Jackson, Miss.—KOKY, Little Rock, Ark.—Top rated negro stations have immediate openings for white program director/office manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Advance with a progressive organization. Send resume, photograph. Interview necessary. John M. McLendon, Box 2667, Jackson, Mississippi.

Immediate opening for newsman; gather, write and broadcast news. Commercial and disc show experience necessary. Starting salary $290, plus fringe benefits. Send photo, tape and background to WTTH, Port Huron, Michigan.

Newsman, midwest. Top opportunity. Shield Radio-TV Personnel, Box 630, Palm Beach, Florida.

Situations Wanted

Managerial

Salesman, sales manager or manager, depending on your requirements. Resume. Box 224E, B•T.

Manager or assistant—through the ranks, experience in sales, programming, announcing, creative, saleable ideas. Dignity with humility, tact with diplomacy. Age 29, married, college graduate, community minded. Presently employed. Want stability. Box 288E, B•T.

Presently employed as manager of single market station but desire change with opportunity of owning part interest in station. Prefer small or medium market in southwest. Family, college grad with seven years experience. Box 314E, B•T.

Highly successful manager-engineer seeks position in south Alabama, northwest Florida, south Georgia. Excellent record of sales and profitable management. Family man looking for permanency. Box 317E, B•T.

Salesmen

Oklahoma-Texas—small run-down station. Experienced sales, announcing, programming, 1st phone, Available immediately. With me your station will make money. Box 261E, B•T.

Florida-northwest. Top salesman radio-tv family man. Degree. Permanent. Box 297E, B•T.

Bargain hunters, please take note—here's a two for the price of one deal that you can't afford to miss. Salesman announcer with 10 years sales experience. Some announcing experience. Presently employed—will work on sales commission. New York, New Jersey, Conn. Box 328E, B•T.

10 year's experience, honest, non-drinker, former SM, no desk-jockey, single. Have car, vet., U. of Illinois graduate, can make money for both of us. Presently employed, desire change. Will accept first good offer. Prefer midwest. Will travel. Available if offer is right. Box 324E, B•T.

Young aggressive family man seeks sales position in southern market. Experienced. Write Box 2034, Little Rock, Arkansas.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Sportscaster: Excellent play-by-play. Top rated radio and television sport shows. Special events. 10 years radio and television. Top references. Box 125E, B•T.

Announcer, experienced pop DJ. Employed metropolitan area. Own show top rating. Salary $100.00. Box 177E, B•T.

Sports announcer, experienced play-by-play baseball, basketball, football, interviews. Box 230E, B•T.

Announcer, experienced all phases. Dependable, good background, prefer east coast. Box 231E, B•T.

Experienced announcer—DJ—news—sports. 25, married. Tape, resume. Box 234E, B•T.

Will invest money—radio-tv station. Presently employed staff announcer, 5 years experience all phases—family—excellent references. Will locate anywhere U. S. . . . tape, personal interview. Box 237E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Baseball, basketball, football, play - by - play sportscaster. Seven years experience. Box 246E, B•T.

Sportscaster: Nine years experience radio and television. Sports director in large market two years. Journalism degree. Prefer midwest; consider anywhere. Available immediately. Box 260E, B•T.

Announcer, SRT graduate, veteran, family, 24. Available immediately. Schooled in all phases of announcing. Monitary reward secondary. Will relocate. Box 266E, B•T.

Announcer, one and a half years radio experience, some tv. Have good references. Box 269E, B•T.

Personality deejay now employed will relocate to promotion-minded station in metropolitan city in northeast or west coast only. Box 270E, B•T.

Announcer, 3 years experience—news, commercials, deejay and sports. Available immediately. Box 271E, B•T.

Early morning man wants northeast. 6 months experience. Bright, fresh, good commercial style. News, board. Tape, resume. Box 272E, B•T.

Extremely sharp DJ—non-maintenance first phone, family man, university graduate. Don't write unless you: Want wit; top pay; return airtape; will wait out notice. Box 275E, B•T.

DJ-commercial announcer. Special events, sports, news background. Employed. Box 277E, B•T.

I can air-sell last year's Stevenson buttons or excursion ticket to Neptune. Ten years air-time behind me Box 289E, B•T.

Solid veteran mikeman write, voices and produces orginal ear-catching commercials. Box 290E, B•T.

Announcer, south or southwest, lots of experience, tape, resume, references. Box 294E, B•T.

Conscientious worker, thoroughly experienced announced-copywriter, married, seeks permanent. Box 302E, B•T.

Experienced announcer, excellent news, sports, pop and country programming. Family. Box 307E, B•T.

Top tv personality . . . fluent, humorous adlib. Original laffable gimmicks. Easy or strong-sell commercials. Low-budget formatted show. Records to sketch-artist, film-clips, pantomime, etc. Or emcee live-talent. Special film opening-close. 14 years radio . . . 2 years tv. Consider combo. Brochure, tape, excellent references on request. Box 311E, B•T.

Negro DJ-personality. Gimmick for rhythm blues show. Resume, tape. Will travel. Box 318E, B•T.

Wall Street bookkeeper with personality, talent and ability would change to DJ or women's show in New York City. Can cue records—time programs. Good news—weather—sports events—interviews. Can write and do commercials—good saleslady—tv demonstrator. Box 321E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention California: Announcer-engineer, first class license. Excellent delivery. News, spots. DJ shows sold. Top network voice. Employed 5kw CBS affiliate. Desirous to return home. Box 325E, B•T.

Experienced negro staff man available immediately. Music, news, sports. 1st class licensee. John Carmichael, WYOU, 114 24th Street, Newport News, Virginia. Newport News 1664.

DJ, own show 2 years, met., midwest, southern experience 3rd FCC, pop, country commercials, sports, news. Strict production experience. Vet, 24. College. Currently employed. Available in 1 week. Jack Davis, 421 Crown Street, Brooklyn, N. Y. HY 3-5994.

Experienced, dependable broadcaster. Will appreciate a call to discuss our situations. WH 1-1613; 703 S. Vernon, Dallas, Texas.

Top announcer—deejay—salesman—experienced in sales, radio, public relations, advertising and promotion—college grad, single, 24, ambitious, good voice, personality. Al Sheehan, 5126¼ Raleigh Street, Hollywood, California. HO 3-7971.

An experienced, inexperienced staff announcer. Professional vocalist, concert and pop announcer anything but my funeral. Will sell on-the-air or buy your air time. Consider anyplace south of Pt. Barrow. 28-married. Reply 417 S. Clay, Denver, Colorado.

Technical

First phone engineer. Opportunity to learn sales desired but not requisite. Experienced maintenance and remote control. Southern states preferred. Box 263E, B•T.

First phone, second cw, 4½ years at present position of staff and chief engineer at 1 kw directional station. Desires to relocate with major station or principle network. Has done considerable combo work with accent on classical music and news. West coast preferred. Box 280E, B•T.

Combo-engineer—1st ticket. Desires opportunity west of Denver. Box 326E, B•T.

Announcer—first phone, family man, three years chief engineer southern 1 kw. Seeking new position in Carolinas, good references, available February 1st. Call Greenwood, South Carolina 9-8061.

Programming-Production, Others

Copywriter—6 years experience. Radio and tv. On-camera and on-mike training included. Box 174E, B•T.

Young woman, 2½ years DJ, top continuity and traffic; 1 year PD. Desires combination work independent vicinity Detroit. Excellent on console. Box 215E, B•T.

Newsman, 7 years experience. Major tv or department head. $125 minimum. Box 283E, B•T.

(*Continued on next page*)

FOR SALE—WEST COAST

Successful combination VHF Network Television Station and Radio Station located in small market on the West Coast. Reasonably priced—well under $1 Million. Excellent real estate and assets. Area has best climate on West Coast and is subject to growth. Purchaser will realize capital appreciation. Letters from curiosity seekers will not be answered. Only inquiries from reputable purchasers with substantial financial background who can fully identify themselves will be acknowledged. Send replies to

Box 305E, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Good newsman, good at straight commercials, good copywriter; first ticket. Limited experience, but enough. Also thorough knowledge of classical music. Prefer midwest or big city elsewhere. 40 hour week only. Box 284E, B•T.

Educators—a university-trained broadcaster with eight years experience in commercial radio and television is seeking responsible position with educational radio or television station or with college radio department. Box 291E, B•T.

Position with sound, promising future, east coast between New York-Florida. Ambitious young man has 3 years experience, indie and network radio managing, programming, writing, news, etc. Top references. Write Box 319E, B•T.

Newsman—top writer, voice, tape editor. Washington commentary-feature-interview shows on net and local radio. Former magazine man, know politics, economics. Radio-journalism B.S., family, PIO vet, 28. Seeking long term opportunity. References, tape, photo. Box 322E, B•T.

"Something New in Radio" That's the opinion of Broadcasting. Editor & Publisher called it "a new adventure in making friends." It's a unique personality combining a program of humor and common sense timed for today's news. It's adaptable for many radio and tv formats. Its listener interest is proven in top markets. It's drawn fan letters from many outstanding people. It's quotable material that brings chuckles and nods of agreement and lives beyond broadcast time. It's prestige building and ahead of the times. For details regarding the availability of this personality and program write Box 327E, B•T.

Copywriter, male, car. Good references. Copy on request. Go anywhere. Available immediately. Some announcing. L. Greene, 609 Cook Street, Lewistown, Nebraska.

TELEVISION

Help Wanted

Technical

Wanted immediately, tv technician, FCC first class radio telephone license required. No experience necessary. Well established company offers unusual opportunities for advancement. State experience, salary desired, and enclose snapshot. Box 304E, B•T.

Engineer, first class license for network vhf affiliate. Studio and transmitter experience not necessary. Contact W. M. Greeley, KHOL-TV, Holdrege, Nebraska.

Wanted: Engineer with first phone license to work in tv. No experience necessary. Contact Chief Engineer, WINK-TV Ft. Myers, Florida.

Wanted: Man with all around experience. Special emphasis on transmitters for supervisory position. Many benefits. Salary based on experience and ability. Robert L. Beurket, Chief Engineer, WNEM-TV, Bay City, Michigan.

Engineer, 1st phone, transmitter experience unimportant, but must have studio maintenance and operation. Chance to grow with new educational tv. Reply: Herb Evans, WTHS-TV, Miami, Florida.

Situations Wanted

Salesmen

Tv-radio salesman six years, wants permanent congenial surroundings. Young. Family. Degree. Box 296E, B•T.

Announcers

On-camera salesman with executive experience. Excellent adlib. Eight year background includes news, production, promotion, programming. Desire responsibility, advancement. Age 31, college degree, top references. Box 236E, B•T.

Announcer, three years radio experience, some tv. Strong on news, have references. Box 270E, B•T.

Now employed tv. 6 years tv, radio experience. Desire larger market. Box 278E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Conscientious worker, thoroughly experienced announcer-copywriter, married, seeks permanent position. Box 302E, B•T.

Programming-Production, Others

On-camera salesman with executive experience. Excellent adlib. Eight year background includes production, promotion, programming. Desire responsibility, advancement. Age 31, college degree, top references. Box 183E, B•T.

Promotion manager. Young man looking . . . permanent tv promotion spot in northeast. Television and newspaper experienced, 28, family. Box 208E, B•T.

Director-switcher. Creative idea-man. Three years experience. Available immediately. Box 264E, B•T.

Creative cameraman. Three years experience with top vhf stations. Available immediately. Box 265E, B•T.

Man, 33, married. Ten years radio-television. Imaginative, creative, experienced. Good references. Desires to relocate in permanent position with future. Box 281E, B•T.

Director, experienced. Can do own switching. Any growing market. For further information write Box 282E, B•T.

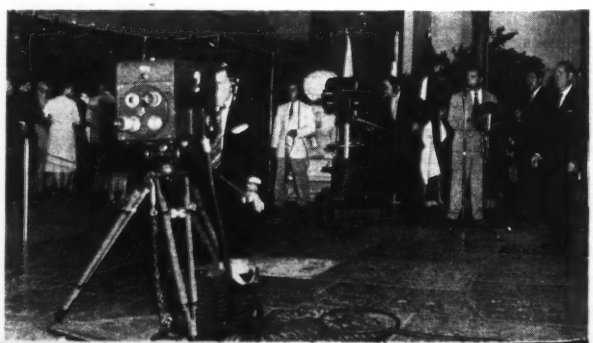
Producer-director with ratings and references proving ability to produce heavy sell audience appeal programs on modest budget wants aggressive tv in competitive market. Box 287E, B•T.

Assistant prod.-directory; stage manager major regional network—experience—quickly. Qualify as director—SRT-TV grad. Writing ability—experience vocalist. Box 300E, B•T.

Young man, vet, college graduate, plenty of know-how, desires film directorship or job leading to it. Will travel after February 1st. Box 303E, B•T.

TELEVISION PRODUCTION EXPERIENCED

NORTHWEST STUDENTS DO RECENT, LIVE REMOTE TELECASTS FROM HOLLYWOOD GRAUMAN'S CHINESE THEATER, PREMIER SHOWING OF ALFRED HITCHCOCK'S SMASH HIT—"THE MAN WHO KNEW TOO MUCH", COVERING ARRIVAL OF CELEBRITIES.



ALL NORTHWEST STUDENTS RECEIVE PRACTICAL TRAINING LIKE THIS UNDER DIRECTION OF PROFESSIONALS IN COMMERCIAL TV, ASSURING YOU OF TOP PEOPLE, EXPERIENCED IN OVERCOMING EVERYDAY TELECASTING PROBLEMS. CONTACT JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

$5000 down—5 years on $35,000 balance. 1 kw daytimer—mid-south 2 station market 23,000. Responsible managers known as "good operators" here is your chance. Only those of excellent reputation need apply. Box 308E, B•T.

Interested having responsible capital investor join me in independent radio station. I have executive radio background. Write fully. Box 315E, B•T.

Midwest proximity daytimer with modest earnings. Priced $60,000 cash or $65,000 terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Profiable operation in rapidly growing single station market. Price of $75,000 includes combination office-studio-transmitter building on acreage and can be purchased with 29% down payment and balance spread over five years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Southern industrial metropolitan market station in prospering area. $105,000 total, $30,000 down will handle. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing TXTV. Semi-metropolitan vhf Television. Single-station market, approximately 100,000. Full price $240,000. Written inquiries from principals invited. Ralph Erwin. Broker. Tulsa.

Listing SD. Texas AM market of 70,000. Owner has reached age 60 and is retiring. Full price $50,000. Ralph Erwin. Broker. 1443 South Trenton. Tulsa.

$185,000, midwest, large market, day, terms; $45,000. California, resort area, isolated; Minnesota, $75,000. Day, terms; $75,000. Mountain region, $40,000 down; $275,000. Mountain states, $90,000 down; CP, Illinois, The Norman Company, 510 Security Building, Davenport, Iowa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA TT-5A high band transmitter, factory converted to air cooling. Box 262E, B•T.

General Radio type 516-C radio frequency bridge, perfect condition, $200.00. Box 306E, B•T.

General Electric BT-1A 250 watt fm, two bay antenna. Excellent condition, will accept best offer. Box 309E, B•T.

For sale: Two complete RCA 76-B audio consoles. One needs some work. $600.00 takes both, F.O.B. KGMS, Hotel Senator, Sacramento, Calif.

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

Blaw-Knox 325 foot type N-28 self-supporting tower. Will support 6 bay tv antenna. Radio Station WJPG, Green Bay, Wisconsin.

Complete DuMont multiscanner including power supplies, projectors light source, etc. One DuMont stabilizing amplifier. 9 channel switcher, DuMont sync. generator. All equipment in excellent condition used approximately two years. Will make excellent price. Will accept cash time payment, station stock or will trade equipment. For further details, contact Harry Travis, WNEM-TV, Bay City, Michigan.

For sale: 2 Gates CB-11, three speed turntables in good condition, $75.00 each. WNVA, Norton, Virginia.

Will trade RCA TK-11A studio camera control and accessories for RCA TK-31A field camera controls and power supplies. Also have TD-3A dolly. Need stab. amp. and distribution amps. Contact Chief Engineer, WTVP, Decatur, Illinois.

RCA Type 880 oscilloscope, new, $125.00. CONRAC CB-17-A picture monitor, new, $260.00. CONRAC AV-12-A tuner, new, $175.00. Raytheon 6115 and 6116 voltage regulators, $60.00 each. Bud 72" heavy duty relay rack, $30.00. 1—20' standard tv camera cable, $65.00. 1—4' radome, $50.00. Inter-State Communications Co., 845 Chicago Avenue, Evanston, Illinois.

Desire 12 or 16 inch disc recorder in good condition and complete. Send information and price to G. R. Chambers, 414 French Street, Wilmington, Delaware.

FOR SALE

Equipment

For sale: RCA TG-1A sync generator TK-1-A monoscope camera TA-1A distribution amplifier, 480G Power in two racks. Also duplicate in Tel-Instrument. Accept reasonable offer either or both systems. Mautner Laboratories, 380 Oak Street, Copiague, Long Island, New York.

WANTED TO BUY

Stations

Desire to lease with option to buy or to purchase station in small or medium market on terms. We will operate as practical, resident broadcaster—not interested in investment or speculation. Write Box 145E, B•T.

Stations wanted. Arkansas and Missouri. Ralph Erwin. Licensed Professional Broker. 1443 South Trenton. Tulsa.

Equipment

Need good used 5kw am transmitter. Will pay cash if the price is right. Send details immediately. Box 267E, B•T.

Wanted. RF field intensity meter, used. RCA WX-2C or Federal model 101. Box 276E, B•T.

10 kw fm transmitter, coax and antenna. Give details on cost, terms, etc. Box 298E, B•T.

Cash for broadcast transmitter and equipment. Write information, condition, price. Box 310E, B•T.

KDIO in Ortonville, Minnesota wants to buy a used turntable in good condition with tone arms, preferably with cabinet. Write details.

Want 3 or 5kw fm transmitter or 3 kw amplifier with power supply. Call Floyd Hall, KPOL, Los Angeles, Capitol 5-7011.

Wanted to buy: 1 kw am transmitter, as auxiliary, for cash. State condition, price. Contact Martin, WTUX, Wilmington, Delaware.

Miscellaneous

MJ Productions now ready with radio series "Tho Two of Us." Write for details. 778 Fairwood Avenue, Columbus 5, Ohio.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

SERVICES

"Something New in Radio" That's the opinion of Broadcasting. Editor & Publisher called it "a new adventure in making friends." It's a unique personality combining a program of humor and common sense timed for today's news. It's adaptable for many radio and tv formats. Its listener interest is proven in top markets. It's drawn fan letters from many outstanding people. It's quotable material that brings chuckles and nods of agreement and lives beyond broadcast time. It's prestige building and ahead of the times. For details regarding the availability of this personality and program write Box 327E, B•T.

RADIO

Help Wanted

Salesmen

Radio Salesman

5kw leader in major inland market wants immediately two bright men who are rarin' to go with a real opportunity. Earnings $5500-8000 up to you. Advancement potential with a great outfit. Write or wire

Box 221E, B•T

KWIZ, SANTA ANA, CALIFORNIA IS LOOKING FOR TWO TOP NOTCH TIME SALESMEN TO SELL RADIO IN A MARKET OF 517,000 PEOPLE WITH NO COMPETITION FROM OTHER RADIO TIME SALESMEN. KWIZ IS JUST THREE MILES FROM DISNEYLAND, EIGHT MILES FROM BALBOA ON THE OCEAN AND 30 MILES FROM LOS ANGELES. KWIZ COVERS OVER A 1,000,000 PEOPLE AND IS RATED #1 MUSIC AND NEWS OPERATION IN THE AREA. WE ALREADY HAVE 22 TOP PEOPLE AT KWIZ BUT WE NEED A COUPLE MORE. SEND US A NICE LETTER ACCENTING THIS FACT. HOW MUCH DID YOU MAKE AS A SALESMAN LAST YEAR? MAIL IT ALL TO HAL DAVIS, GENERAL MANAGER, KWIZ, SANTA ANA, CALIFORNIA.

WANTED
$10,000 REWARD

A SALARY UP TO $10,000 WILL BE AVAILABLE to the right man with the right ideas at the right time, plus executive ability, initiative, and experience to reorganize, revitalize, and deliver the goods as Director of Promotion-Publicity Department for top-rated pioneer TV-Radio operation noted for its performance both on-the-air and off. No one without experience and full qualifications need apply. No hurry; we want only the right man. Send fullest particulars to

Box 220E, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Nationally-known metropolitan network station with a 24 hour "Radio Active" schedule, needs another TOP-NOTCH ANNOUNCER with personality-plus, who has experience, character and ability to establish local prominence, determine to fulfill this opportunity successfully and profitably now. Send background, photo and audition tape.

Box 249E, B•T

GENIUS WANTED

By Denver's top personality station for high-rated morning slot. Should have flair for the fantastic plus strong creative production background. Top salary for top man. Rush tape, photo, complete resume to:

TED NELSON—STATION KIMN
DENVER—COLORADO

STAFF ANNOUNCERS

We are looking for a full staff of announcers for a new 1000 watt, independent operation now under construction at Laurel, Mississippi. Ours will be a music-news type of operation in a highly competitive market. If you are a personality type disc-jockey who knows the pop field thoroughly and are production minded, we would like to hear from you. We are experienced operators who will expect you to learn OUR method of operation. You will be expected to work hard but you will be well paid. We have no room for prima donnas or opinionated ideas about music. You must have a warm, friendly delivery and be adept at ad lib (but know when to stop). Send complete resume, tapes and photos to

VOICE OF THE NEW SOUTH
P.O. Box 1245
Meridian, Mississippi

RADIO

Help Wanted—(Cont'd)

Announcers

MIAMI-WINZ

50,000 watt Music-and-News independent

welcomes audition tapes from all top D.J.'s. Tape and all particulars should be forwarded to Rex Rand, President and General Manager.

Programming-Production, Others

Man well known among radio and tv stations; free to travel; expenses paid; earnings unlimited. We are a promotional organization and well thought of. Box 285E.

HELP WANTED

Promotion Department of major Eastern radio and television station seeking copywriter for newspaper advertising, direct mail, brochures, and sales presentations. Must have flair for creative copy, art direction, and thorough knowledge of broadcast field. State minimum salary required and availability.

Box 316E, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

PACIFIC COAST
50,000 WATT TOP
INDEPENDENT NEEDS

A take charge guy who can handle sales promotion, exploitation, publicity and research.

Mediocrity will not do:

Have You Got What It Takes

Write

Manager, KEX, Portland, Oregon

Situations Wanted

Managerial

-Managerial-

Manager-Salesman who writes, produces and sells modern gimmick commercials including musical jingles! Wants position as General Manager, Commercial Manager, Program Director and Head Salesman with immediate investment or option to buy all or part of station. Long successful record of sales and station revitalization. Want greater opportunity in Southwest or California. All replies confidential. Box 323E, B•T.

TELEVISION

Help Wanted

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

If you are half the age of C. B. deMille *and only half as smart...* there's an interesting film job awaiting you.

A very important independently owned TV station wants to take the very important step into TV film production. We have good film cameramen, good assistants, lighting and all other technical and creative personnel.

But we don't have a good editor who can also be administrator, trouble-shooter, idea man, and completely capable of setting up and running a TV film production unit. . . .

We must do first class spots, shorts or whatever else needs be done, and if you think you can run this kind of operation with more practicality than theory, send us a detailed letter stating your case. . . .

We'll arrange an interview if you capture our interest.

Box 330E, B•T

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts January 28th.

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Dept. B

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FACTS ABOUT PEOPLE AND JOBS FOR RADIO, TELEVISION, FILM, AND ADVERTISING

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.
For best service, please be as complete as possible in your first letter or telegram.

Palmer de Meyer, Inc.
50 East 42nd Street
New York 17, New York

Paul Baron, Director for Radio-TV-Film-Adv. MU 2-7915
No advance registration fees.
Resumes invited from qualified people.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

*Or job.

Continues from page 112

TV Austin, Tex., to 7-27; **KQED (TV) San Francisco, Calif.**, to 7-24.

Action of Jan. 4

WAAA Winston-Salem, N. C.—Granted authority to operate trans. by remote control.

ACTIONS ON MOTIONS

Postponements—FCC on Jan. 14, on its own motion, postponed oral argument from Jan. 28 to Feb. 4 in following am broadcast proceedings: **WWCS Bremen, Ga., Miners Bcstg. Service Inc., Ambridge, Pa.**, and **Louis Rosenberg, Tarentum, Pa.**, and **WSDR Sterling, Ill.**

By Chief Hearing Examiner James D. Cunningham

Port Arthur College, Smith Radio Co., Jefferson Amusement Co., all Port Arthur, Tex.—Granted petitions of Smith Radio and Jefferson Amusement to extent that they seek dismissal of their respective applications for new tv stations to operate on ch. 4, Port Arthur, and retained in hearing status Port Arthur College for same channel. Action Jan. 9.

"The Friends of Good Music," Washington, D. C.—Denied petition for authority to intervene in proceeding in matter of assignment of license and cp of **WGMS Bethesda, Md.**, and license of **WGMS-FM Washington, D. C.** Action Jan. 11.

By Hearing Examiner Elizabeth C. Smith

Radio Pine Bluff, Pine Bluff, Ark.—Granted petition for continuance of hearing dates scheduled in proceeding on its am application and that of **Sepia Bcstg. Co.**, Little Rock, Ark., and dates for exchange of exhibits; prehearing conference and hearing are postponed until further order, pending disposition of petition to dismiss Sepia application now pending before Commission. Action Jan. 11.

WNYC New York, N. Y.—Granted petition for extension from Jan. 12 to Jan. 22, for filing suggested corrections to transcript in proceeding on its application for Special Service Authorization, *et al.* Action Jan. 11.

By Hearing Examiner Annie Neal Huntting

Beaumont, Tex.—Ordered that transcript of record for Nov. 26 is corrected on page 277, line 15, by changing first "have" to "hope" re ch. 6 proceeding, Beaumont, Tex. (**Enterprise Co.** and **Beaumont Bcstg. Corp.**). Action Jan. 11.

By Hearing Examiner Herbert Sharfman

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—Issued memorandum of ruling in matter of assignment of license and cp of WGMS and license of WGMS-FM, denying protestant's request for postponement of hearing from Jan. 11 to Jan. 28. Action Jan. 10.

Pachuta, Laurel, Miss.—On oral request of counsel for applicants and without objection by counsel for Broadcast Bureau, ordered that hearing is continued from Jan. 14 to Jan. 17, at 9 a.m., re applications of **WCOC-TV Pachuta**, for mod. of cp and **Laurel Television Co.**, Laurel, for television cp (ch. 7). Action Jan. 11.

January 15 Applications

ACCEPTED FOR FILING

Modification of Cp

WMGT (TV) Adams, Mass.—Seeks mod. of cp to extend completion date to 7-2-57.

License to Cover Cp

WCFM (FM) Williamstown, Mass.—Seeks license to cover cp which authorized non-commercial educational fm.

RENEWAL OF LICENSE

WNAB Bridgeport, WNLK Norwalk, WSTC Stamford, all **Conn.**; **WALE Fall River, WHAV Haverhill, WMAS Springfield, WNEB Worcester**, all **Mass.**

January 16 Applications

ACCEPTED FOR FILING

Modification of Cp

WONY Owego, N. Y.—Seeks mod. of cp (which authorized new am) to extend completion date.

WTVW (TV) Evansville, Ind.—Seeks mod. of cp to extend completion date to 7-30-57.

WCDA (TV) Albany, N. Y.—Seeks mod. of cp to extend completion date to 8-15-57.

KGEO-TV Enid, Okla.—Seeks mod. of cp to extend completion date to 8-14-57.

KNBT-TV Brownwood, Tex.—Seeks mod. of cp to extend completion date to August 1957.

License to Cover Cp

KHIT Walla Walla, Wash.—Seeks license to cover cp which authorized new am.

KREX-TV Grand Junction, Colo.—Seeks license to cover cp which authorized new tv.

RENEWAL OF LICENSE

WGAN Portland, Me.; **WCCM Lawrence, Mass.**; **KJUN Redmond, Ore.**; **KULE Ephrata, Wash.**

UPCOMING

January

Jan. 21-25: Winter general meeting, American Institute of Electrical Engineers, Hotels Statler and Sheraton McAlpin, New York.

Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel Boston.

March

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

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THE BUSINESSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

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All Out on All-Channel Taxes

THERE'S still some, but not much, time left to get in solid licks on removal of the 10% excise tax on all-channel tv receivers —the single act that would give uhf a new vitality at a time when it is most desperately needed.

The Treasury opposes any cuts in excises. But Chairman Forand (D-R. I.) of the House Excise Taxes Subcommittee of the House Ways & Means Committee, isn't committed to the hands-off approach of the Treasury. His report will be forthcoming in the "near future." Then there is the Senate, which usually follows the House action.

This is not a question of eliminating an entertainment or "luxury" levy. It is a question of survival for uhf, without which there cannot be adequate, competitive television service throughout this great broad land. Television is no more a luxury than are newspapers, magazines and, indeed, radio. All are essential in keeping the public informed and enlightened, as well as entertained. Our national economy and our national defense also are involved because the well-being of our electronic production is affected.

This is the time, then, for efforts to be redoubled with members of Congress—whether or not they are on the particular committees involved—to convince them of the merits of killing a tax which brings in inconsequential revenue in our giant economy, and which would be exceeded many times in the taxes paid by manufacturers on income derived from increased all-band set sales.

RCA's High Command

AN ORDERLY transition of operational command at RCA is assured by the election of John L. Burns to succeed Frank M. Folsom as president, while the latter moves to a position from which he can counsel Mr. Burns while overseeing developments in merchandising, his specialty.

The transition will occur under the continuing supervision of RCA's unquestioned chief, Brig. Gen. David Sarnoff, chairman and chief executive officer. Gen. Sarnoff has given no sign of wishing to leave his command, despite having passed the retirement age.

A considerable part of RCA's phenomenal growth from $236 million to $1.1 billion in 10 years is due to the talents and experience of Mr. Folsom. It was he who guided the expansion of the company's hard goods production and merchandising.

In this same period, Booz, Allen & Hamilton, the management consulting company from which Mr. Burns now emerges to join RCA, has been consistently active in studying RCA and its subsidiaries and advising on business practices and internal organization. Mr. Burns may not have been directly on the RCA payroll, but he knows the company as well as if he had been.

The Barrow Report

THE Barrow memorandum to the FCC on multiple ownership of television stations is an explosive harbinger of the dire things to be expected in the final report of the Network Study Group to be submitted by June 30 when the appropriation for that unit expires. The confidential memorandum, quoted in detail in last week's B•T, resulted in postponement by the FCC of its project to alter the controverted multiple ownership rule—one of the basic yardsticks of broadcast regulation.

The magnitude and the immediacy of the multiple ownership problem has been apparent for months. With tv stations selling at fantastic prices because of the scarcity of facilities in major markets, members of Congress as well as of the FCC are disturbed. The pressure for a change in the existing arbitrary five vhf and two uhf limitation in the ownership of a single entity makes a showdown sometime this year inevitable—either by the FCC, by Congress or possibly through the courts.

Great concern is expressed over the influx of investment banking capital and of major film producers in television. The alternatives confronting the FCC are whether the present rule—admittedly far from ideal—should be retained; whether it should be relaxed, and, at the other extreme, whether there should be more stringent limitations. Dean Roscoe L. Barrow and Assistant Attorney General Victor Hansen obviously favor the tightening process.

Dean Barrow cites FCC precedent against "concentration of control." Historically, the FCC has used the concentration thesis in deciding adversary proceedings. But precedent has been established both ways over the years, and a good case can be made on FCC decisions going the other way.

Drawn for BROADCASTING•TELECASTING by Sid Hix

"One of these days they'll start releasing those wide screen movies, and we wanted to be ready!"

The vexing problem is not unlike that which confronted the FCC nearly two decades ago on newspaper ownership of radio stations. The difference is that the television chips are much bigger, the scarcity factor greater, with the result that television ownership is vastly more attractive to investment capital and to motion picture companies which face dwindling theatre demand for their product because of tv inroads.

The newspaper ownership issue was finally resolved with no definitive rules, but with the conclusion that there should be no discrimination against otherwise legally and financially qualified applicants, except where local "monopoly" situations might result through ownership of substantially all media of communications in the market by the same entity.

Newspapers thus were relieved of the stigma of becoming "second-class citizens." They were considered on equal footing with all other applicants, but the factor of "concentration" was taken into account in comparative cases.

Obviously, the same philosophy should apply to other applicants —whether private investors, motion picture groups or other qualified citizens. Just as obviously, it seems to us, preference should be given, all other things equal, to practical broadcasters over newcomers. But the multiple ownership question cannot be resolved on precedent alone, because there is precedent both ways. Involved is basic public policy.

Lost by Default

THE seven-year football famine that National Collegiate Athletic Assn. has imposed on tv networks, eased only by a tight little schedule of national and regional games, drew only one dissenting vote at the recent NCAA meeting in St. Louis. Notre Dame, despite a rather dismal performance last autumn, gamely cast the lone vote against the intercollegiate steam-roller on the grounds that people and colleges should have some opportunity to pick the tv games and more colleges should have access to tv coverage.

Unfortunately no apparent resistance to NCAA's schedule has come from those who should have the first voice in selecting games to be covered—tv stations and networks. Their right to program sports as they see fit is usurped by the group controlling NCAA.

Meanwhile a new menace to democratic sports coverage works quietly—pay-to-see tv. For years the advocates of fee television have been holding out promises of eventual millions in revenue from use of their projected facilities. This prospect has strengthened the NCAA's determination to prevent the unrestricted broadcast of football on free tv.

We must gloomily admit that the outlook for more football on tv is not promising. For tv, the game has been lost by default.

TAB HUNTER
"ISLAND OF DESIRE"

JAMES STEWART
"IT'S A WONDERFUL LIFE"

GREGORY PECK
"MAN WITH A MILLION"

GARY COOPER
"ALONG CAME JONES"

INGRID BERGMAN
"STRANGERS"

there are MORE good movies ON 4

GINGER ROGERS
"THE GROOM WORE SPURS"

KIRK DOUGLAS
"THE CHAMPION"

AVAILABLE NOW—MINUTE PARTICIPATIONS

No flapper costumes—Model A Fords—Derby Hats—Knee-Length Skirts!

Feature films on KWK-TV in St. Louis star currently popular names in recent productions.

These are just a few of the more than 300 features now being programmed from United Artists and other packages.

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"HE RAN ALL THE WAY"

FRED MacMURRAY
"BORDERLINE"

DANA ANDREWS
"A WALK IN THE SUN"

RORY CALHOUN
"ROGUE RIVER"

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